

# The Museum of Modern Art

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## ANNUAL SPRING LECTURE SERIES EXPLORES INNOVATIVE APPLICATIONS OF NEW INTERACTIVE TECHNOLOGIES

**Curatorial Text, Transcripts of Lectures, and Discussion Forum  
Form Online Component of Series**

*Technology in the 1990s*  
**April 7, 14, 21, and 28 at 6:30 p.m.**  
**The Roy and Niuta Titus Theater 2**

Artists are among the forerunners in the current period of rapid technological development, pioneering the design of interactive and virtual reality environments and producing original work on the Internet. In its annual lecture series *Technology in the 1990s*, The Museum of Modern Art invites leading figures in these fields to demonstrate and discuss their work. In this year's program, which will be held on four consecutive Mondays beginning April 7, Ken Feingold, Natalie Jeremijenko, Diller + Scofidio, and Sawad Brooks explore the wide variety of new art forms that are being powered by the computer.

As with last year's *Technology in the 1990s* lecture series, the discussion will continue online, at <http://www.tech90s.net>, a Web site co-produced by The Museum of Modern Art, äda \_web, and Rhizome Internet. The site will offer an introductory text by Barbara London, Associate Curator, Department of Film and Video, who organized the series; edited transcripts of each presentation; and a public forum for online discussion.

The social and informational applications of digital technology often overshadow the recognition of its potential as an artistic medium. This year, *Technology in the 1990s*, now in its fourth season, will limn the specific characteristics of digital media art, distinguishing it from

similar practices that use digital technology, such as graphic design, computer game design, or movie animation.

“We live in energetic, ever changing times, truly an ongoing revolution. Science and technology increasingly influence the languages with which we communicate. Artists are using these languages, and as time goes on the voice of art within technological society becomes stronger and more influential,” says Barbara London.

Individual program descriptions follow.

**April 7 at 6:30. Technology in the 1990s. Ken Feingold. “The Interactive Art Gambit (‘Do Not Run! We Are Your Friends!’).”** Active since 1970 in video, installation, and computer art, Ken Feingold has shown his work in numerous museum and gallery exhibitions in New York and abroad. Feingold will discuss how creative interactive works straddle both media art and electronic entertainment and how they engage contemporary art discourse. He will also explore the ways in which interactive media artists calculate and steer the desires and drives of their audiences.

**April 14 at 6:30. Technology in the 1990s. Natalie Jeremijenko. “Database Politics, Virtual Reality, and Social Simulations.”** Natalie Jeremijenko has worked in research at Xerox Parc, Advanced Computer Graphics Center, and Monash University and has exhibited works in numerous technical media festivals in Europe, Australia, and the United States. In this talk, Jeremijenko will address the biases implicit in rendering the world as digital information. Today's encyclopedic data-collection projects serve both to define database fields and to impose conceptual divisions; these divisions in turn determine public understanding of information. Jeremijenko will use her own recent projects and those of the Bureau of Inverse Technology, of which she is a member, to illustrate how information can be used to restrict or prescribe representation.

**April 21 at 6:30. Technology in the 1990s. Diller + Scofidio. "This Is Not Now."**

Diller + Scofidio is an interdisciplinary studio involved in architecture, the visual arts, and the performing arts. Elizabeth Diller is associate professor at Princeton University, and Ricardo Scofidio has been a professor at Cooper Union since 1965. They will look at how media culture privileges unmediated transmissions (live or "real-time" events) and present work that occupies the space between actual and technological time: "live" and pre-recorded broadcasts, "real-time" and computer-based imagery.

**April 28 at 6:30 p.m. Technology in the 1990s. Sawad Brooks. "Kinograffiti."**

Sawad Brooks is an artist and research assistant in the Program in Media Arts and Sciences at The Massachusetts Institute of Technology. Brooks will discuss *kinograffiti*, a term he coined to describe fascination with images involving motion. Computation, with its power to animate images, plays an important role in *kinograffiti*, which Brooks will discuss in relation to Western ideas of time and memory.

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For more information on the series, please call Graham Leggat at 212/708-9752. Visit the Museum Web site at [www.moma.org](http://www.moma.org) for more information on the Museum's collection, exhibitions, Web projects, and publications.

More information on äda\_web and Rhizome Internet can be found online at [www.adaweb.com](http://www.adaweb.com) and [www.rhizome.com](http://www.rhizome.com), respectively.