

aquabit

architektur art webdesign

irina ilieva

fon +49/30/2603 6477

auguststrasse 35 10119 berlin

art@aquabit.com
www.art.aquabit.com

PIXELATE ME
(TOUCH ME level 2.0)

Exhibition in aquabitArt gallery
during Digital Arts & Sound (DAS) Weekend, transmediale.11 and CTM.11
28. January - 6. February 2011

An official Satellite Partner of transmediale.11



transmediale

AUREALITY
VIDEOINSTALLATION

interactive light boards from Benjamin Piltz
Lan Hungh
Juan Arata
St. & St.
SSMIDD
Constantin Hartenstein

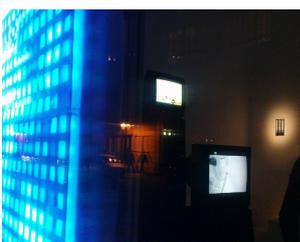
sensavo.com
lanhungb.blogspot.com
juanarata.com.ar
st-and-st.blogspot.com
gedankenschmied.net
constantinhartenstein.com

For **transmediale** aquabitArt presents a group exhibition and development of their previous project **TOUCH ME** which used interactive light boards and old TVs as building blocks to show digital videos. The focus of **PIXELATE ME** is to **redefine the meaning of the pixel** and examine how pixels give us information, how they interact and how the human brain can understand, re-interpretate and assemble this visual information. While the pixels gather to form information, the medium itself becomes a message carrier. **Each TV or the combination of TVs could be viewed as a pixel.** Each screen shows a different video, which at the same time relates to the other videos, generating a new final image in a different scale and perspective. On the interactive light boards, one sensor reacts on the electro-static field of the surrounding and activates 4 LED pixels in similar way. **The seen image depends on how the viewer decides** to perceive the pixel - as part of the shown video or as the media itself.

Human senses can read only analog information. With all the digital information we receive today, we use the interface and platform, such as monitors and screens with digital-analog bridge for understanding the 0 and 1. The information in times of Web 2.0 is widely spread. Therefore the individual has to take **responsibility** by itself to filter the information to get a **truth content**.

This mechanism is virtually shown by the installation set-up **PIXILATE ME**, where the viewer has the **ability** to retrace the overflow of information back to its single sources. At **PIXILATE ME** the viewer can **switch from the single pixel to the final image and reverse**, while at the same time it belongs to his/her senses to define the actual **scale** of the seen image.

The **five artists or artist-groups** are independently and frequently presenting their own projects in Berlin and internationally: as video- or performanceartists, painters, installation-artists or curators. They worked also together on several projects in the past. **Inspired by the interactivity of the light-boards** of Benjamin Piltz, the group exhibition **PIXELATE ME** is another good example of the creative **teamwork** between Lan Hungh, Juan Arata, St. & St., SSMIDD and Constantin Hartenstein.



Impressions Exhibition TOUCH ME 22. October - 25. December 2010