

# ALT+CTRL Press Packet

**EXHIBITION:** ALT+CTRL: A Festival of Independent and Alternative Games

**LOCATION:** Beall Center for Art and Technology

**EXHIBITION DATES:** October 5 - November 24, 2004

**PRESS BRIEFING:** October 5, 10:00 a.m.-12:00 p.m.

**SPECIAL EVENT:** October 5, 12:00 noon – 1:00pm  
Public lecture by Noah Wardrip-Fruin, the editor and contributing author of the publication, "*First Person: New Media as Performance, Story and Game.*"  
Location information: (949) 824- 6900.

**RECEPTION:** Public Reception: October 7, 6:00-9:00 p.m.

**ADDRESS:**

University of California, Irvine  
712 Arts Plaza, Claire Trevor School of the Arts  
Irvine, CA 92697-2775

**HOURS:**

Tuesday – Wednesday, 12:00-5:00 p.m.  
Thursday – Saturday, 12:00-8:00 p.m.

**CONTACT / INFO:** (949) 824-4339  
<http://beallcenter.uci.edu>

**DESCRIPTION:**

In October 2000, the Beall Center for Art and Technology's inaugural exhibition, SHIFT-CTRL: Computers, Games and Art, recognized computer games as a richly expressive medium. As an indie carry-forward, ALT+CTRL is a newly initiated biennial festival celebrating experimentally minded game artists and showcasing some of the most innovative new concepts in game genres, designs, methodologies, and game play. Over 20 works will be shown, including modded games, hot-rodged game machines, net-based games, and installations. A special screening of machinima films will also be included; these films, made "on location" in various games, highlight the sheer inventiveness with which game artists are expanding their field.

**PARTICIPATING ARTISTS:**

Auriea Harvey and Michaël Samyn, Brody Condon, c-level, collapsicon, delire and pix, Eddo Stern, gameLab, Geoffrey Thomas, Indie Game Jam, Maia Engeli and Nina Czegledy, Molleindustria, Nick Montfort, Noah Wardrip-Fruin, Josh Carroll, Robert Coover, Shawn Greenless, and Andrew McClain, Olaf Val Mignon, Pappy Boyington, Rebecca Cannon, RSG, THE JAB, yumi-Co

ALT + CTRL provides a juried venue outside the mainstream game industry to showcase the latest independent and alternative games by a diverse group of independent and international talent. The event is designed to attract diehard game fans and game developers as well as those curious to learn more about what is going on in this burgeoning field.

To help the festival reach a broader public, it will feature an online exhibition archive and catalog in addition to the Beall Center physical exhibition, a public lecture, and a day-long workshop for middle school children.

ALT + CTRL's custom installation environment features visual interpretations of computer games, avatars, and modding by a group of acclaimed Southern California graffiti artists.

**ALT+CTRL Curators' Biographies:**

Exhibition Curator, Professor Robert Nideffer

Robert F. Nideffer, Professor, Claire Trevor School of the Arts, researches, teaches, and publishes in the areas of virtual environments and behavior, interface theory and design, technology and culture, and contemporary social theory. He holds an MFA in Computer Arts, and a Ph.D. in Sociology, and is an Associate Professor in Studio Art and Information and Computer Science at UC Irvine, where he also serves as an Affiliated Faculty in the Visual Studies Program. Robert has participated in a number of national and international online and offline exhibitions (including curating "SHIFT + CTRL" for the Beall Center in 2001). He also maintains an active professional presence through speaking engagements and serving on panels for a variety of professional conferences. Currently he is hard at play initiating an interdisciplinary program in *Gaming Studies*, and directing the newly formed *Game Culture & Technology Lab*.

Exhibition Curator, Professor Antoinette LaFarge

Antoinette LaFarge, assistant professor of studio art, teaches courses in Digital Arts & Design and New Media Art at UCI. She holds her B.A. from Harvard University and an MFA in Computer Art from the School of Visual Arts, New York. She attended the San Francisco Art Institute from 1980 to 1981, where she studied with Jim Pomeroy, Jack Fulton, and Robert Colescott. Professor LaFarge is an artist and writer with a particular interest in fictive realities. In recent works such as *Virtual Live* (2002), *The Roman Forum* (2000), and *The Roman Forum Project* (in preparation for March 2003), she has been working on the intersection between net-based improvisation in multi-user worlds and realspace performance. A collaborative multimedia performance work, *Reading Frankenstein*, is in preparation for May 2003. She is the founder and artistic director of the Plaintext Players, an online improvisational performance troupe that has appeared

at numerous international venues, including the 1997 Venice Biennale and documenta X. She is also the founder and director of the Museum of Forgery, a virtual institution dedicated to promoting an appreciation of the aesthetics of forgery. Her writing has appeared in several books as well as in such publications as *Wired*, *Leonardo*, and *Gnosis*. La Farge's home Web site is [www.forger.com](http://www.forger.com).

Exhibition Coordinator: Celia Pearce

Celia Pearce, Associate Director of the Game Culture & Technology Laboratory at UCI, is an interactive media and game designer, artist, researcher, teacher and author of *The Interactive Book: A Guide to the Interactive Revolution* (Macmillan). She served as Creative Director of *Virtual Adventures*, a multiple-award winning virtual reality attraction. Prior to joining UCI, she held a research position at USC, where she produced conferences on game design and digital culture. She has contributed papers to: *Computers and Graphics* journal, *Game Studies Journal*, *Game On*, catalog for an exhibition the history of computer games, and the upcoming books *First Person: New Media as Story, Performance and Game*. She is currently Research and External Relations Manager for Cal-(IT)<sup>2</sup> Arts Layer, UCI Division.

<http://www.cpandfreinds.com>

#### **PRESS CONTACTS IN AREA OF SPECIALIZATION:**

Beall Center - Eleanore Stewart <estewart@uci.edu>

Digital Media and historical context of exhibition- Antoinette LaFarge  
<alafarge@uci.edu>

Game Culture and Game Lab - Robert Nideffer <nideffer@proxy.arts.uci.edu>

Cal IT 2, Net Culture, Industry: Celia Pearce <celiap@uci.edu>

Machinima - Paul Marino <paul@machinima.org>

Cal IT2 General Inquiries - Shellie Nazarenius <snaz@uci.edu>

#### **CREDITS:**

The festival co-organizers are Robert Nideffer, Antoinette LaFarge, and Celia Pearce. Nideffer and LaFarge are both UC Irvine Associate Professors of Digital Media and were the co-curators of the extremely successful 2000 exhibition SHIFT+CTRL that brought together a selection of contemporary game art for the first time in a U.S. exhibition. Pearce was responsible for *Entertainment in the Interactive Age*, a 2001 conference on game design and culture at USC.

ALT + CTRL was juried by Nideffer, LaFarge, Pearce, and an outside panel of jurors from the independent game scene, including Rebecca Cannon, Drew Davidson, Erkki Huhtamo, Paul Marino (who led the jurying for the machinima works), Jeannie Novak, Warren Spector, and Eric Zimmerman.

ALT + CTRL is a joint project of the Game Culture & Technology Lab, The Beall Center for Art and Technology, and Cal-(IT)<sup>2</sup>, the California Institute for Telecommunications and Information Technology, University of California, Irvine.

In addition to our corporate sponsors, ALT+CTRL has received funding from the

National Endowment for the Arts, and generous support in the form of public relations assistance from the Entertainment Software Association (formerly the IDSA), producers of E3, Game Face Magazine and the Department of Studio Art, UC Irvine.

## IMAGES:



Prepared PlayStation2 (RSG-THPS4-1), 2004  
RSG

Available online

Print size: [http://beallcenter.uci.edu/exhibitions/images/altctrl\\_rsg\\_full.jpg](http://beallcenter.uci.edu/exhibitions/images/altctrl_rsg_full.jpg)

Web resolution: [http://beallcenter.uci.edu/exhibitions/images/altctrl\\_rsg.jpg](http://beallcenter.uci.edu/exhibitions/images/altctrl_rsg.jpg)



8 Demo 2: The Theater Gallery Tragedy, 2004  
Auriea Harvey and Michaël Samyn

Available online

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Tuboflex, 2003  
Molleindustria

Available online: [http://beallcenter.uci.edu/exhibitions/images/altctrl\\_tuboflex.jpg](http://beallcenter.uci.edu/exhibitions/images/altctrl_tuboflex.jpg)