

# UCI Claire Trevor School of the Arts

## NEWS

211 Mesa Arts Building  
Irvine, California 92697-2775

**MEDIA CONTACT:** Jaime DeJong, (949) 824-2189, jdejong@uci.edu

### THE BEALL CENTER FOR ART + TECHNOLOGY BRINGS EDDO STERN'S ART AND GAMING WORLD TO CLAIRE TREVOR SCHOOL OF THE ARTS

**IRVINE, Calif. (August 29, 2014)** -- The Donald R. and Joan F. Beall Center for Art + Technology at UC Irvine's Claire Trevor School of the Arts will mount a solo exhibition by Los Angeles-based artist and game designer, Eddo Stern. The exhibition entitled *Eddo Stern: New Works* will present five game based projects: *Darkgame 4.0*, *Vietnam Romance*, *Still Life With Putin*, *House Stern Pachinko*, and *Cruise Control*. The exhibition runs from October 10 through January 24, with an Opening Reception that is open to the public on Saturday, October 11 from 2:00PM – 5:00PM.

*Eddo Stern: New Works* will feature a new multiscreen installation of Stern's well-known work *Darkgame* in which the immersive gameplay is based upon the experience of communication and conflict under stress of sensory deprivation and sense isolation. During the game the player is equipped with custom made head gear, applying different sensations to the head that allow for non-visual and auditory interaction and navigation of the virtual world.

The exhibition will include the premiere of the opening three levels of *Vietnam Romance*, a long form computer game about the historical and cultural vestiges of the Vietnam War. Ed Halter, critic for the Village Voice, describes the project as exploring "a peculiarly American memorytrip, one in which the legacy of a gruesome war has become indistinguishable from pleasurable, if mythictragic, entertainments."

Also on display will be three new short-form computer games loosely bound by literal and humorous interpretations of portraiture and the notion of role playing. Visually, these games explore an expressionistic / eclectic aesthetic - the result of visual experiments and collaborations. Two of these new games are collaborations with artists Cyril Kuhn and Jon Haddock, who both work primarily as 2D image makers.

Stern explores the intersection between making games and making art. In the past few years he has been experimenting with various approaches for game visuals that integrate digital techniques such as generative programming, electronics, realtime physics, 2D and 3D animation, with non-digital image making methods such as watercolor on paper, calligraphy, ink and pen, and pencil drawing.

#### List of works in the exhibition:

*Darkgame 4.0*, computer game installation, 2014  
*Vietnam Romance: Levels 1-3*, computer game, 2014  
*Still Life With Putin (with Cyril Kuhn)*, computer game, 2014  
*House Stern Pachinko, (with Jon Haddock)*, computer game, 2014  
*Cruise Control*, computer game, 2013



# UCI Claire Trevor School of the Arts

## **About the Artist**

Eddo Stern is a practicing artist and game designer. He is a full-time professor in the Design Media Arts department at UCLA and the founder and Director of both UCLA's Game Lab and the annual Game Art Festival at the Hammer Museum of Art. He is perhaps the most important artist and thinker in Southern California exploring the intersection between making games and making art.

Stern works on the disputed borderlands between fantasy and reality, exploring the uneasy and otherwise unconscious connections between physical existence and electronic simulation. His work explores new modes of narrative and documentary, experimental computer game design, fantasies of technology and history, and cross-cultural representation in computer games, film, and online media. He works in various media including computer software, hardware and game design, kinetic sculpture, performance, and film and video production. His works include the short films *Sheik Attack*, *Deathstar*, *Landlord Vigilante*, *Best Flamewar Ever* and the game performances *Wizard Takes All*, *Goldstation*, *Darkgame*, *Waco Resurrection*, and *Tekken Torture Tournament*. Online at <http://www.eddostern.com> and <http://games.ucla.edu>.

The Beall Center's 2014-15 exhibitions are supported by the Andy Warhol Foundation for the Visual Arts, The Beall Family Foundation, and VIZIO. The season includes two professional exhibitions that focus on artworks that explore our interactions with gaming and play. The season begins with *Eddo Stern: New Works*, followed by *Play: In Three Acts* highlighting the work of three artists - Joe McKay, David Rokeby, and Nina Waisman. Each exhibiting artist explores various modes of interaction: Stern explores the relationships between fantasy and reality; Waisman and Rokeby incorporate sound and embodied interaction; and McKay incorporates playful interaction around competition and cooperation. Highlighting gaming and play in a year-long series is distinctive and provides a comprehensive experience for our visitors.

## **About the Curator**

David Familian is the Artistic Director and Curator at the Beall Center. He began working at the Beall Center in 2005 and was appointed Artistic Director and Curator in 2009. An artist and educator, he received his BFA from California Institute of the Arts in 1979 and his MFA from UCLA in 1986. For the past twenty years Familian has taught studio art and critical theory in art schools and universities including Otis College of Art and Design, Minneapolis College of Art and Design, Santa Clara University, San Francisco Art Institute and U.C. Irvine. He currently teaches the Beall Center's Digital Arts Exhibition course at UC Irvine's Claire Trevor School of the Arts. Although David began his career as a photographer, since 1990 new media has become integral to his own artistic practice and his work as a web producer and technical advisor for individual artists, museums and universities such as Walker Art Center, University of Minnesota and the Orange County Museum of Art. David has curated and organized the majority of exhibitions at the Beall Center. David developed the Black Box Projects Initiative at the Beall Center and meets regularly with artists as well as technologists and scientists to collaborate on new projects.

# UCI Claire Trevor School of the Arts

## **About the Beall Center for Art + Technology**

The Beall Center is an exhibition and research center located on the campus of the University of California, Irvine. Since its opening in 2000, the Beall Center's exhibitions, research, and public programs have promoted new forms of creation and expression. For artists, the Beall Center serves as a proving ground — a place between the artist's studio and the art museum — and allows them to work with new technologies in their early stages of development. For visitors, the Beall Center serves as a window to the most imaginative and creative innovations in the visual arts occurring anywhere. The Beall Center promotes new forms of creative expression by: exhibiting art that uses different forms of science and technology to engage the senses; building innovative scholarly relationships and community collaborations between artists, scientists and technologists; encouraging research and development of art forms that can affect the future; and reintroducing artistic and creative thinking into STEAM (Science, Technology, Engineering, Arts, and Math) integrated learning in K-12 to Higher Education.

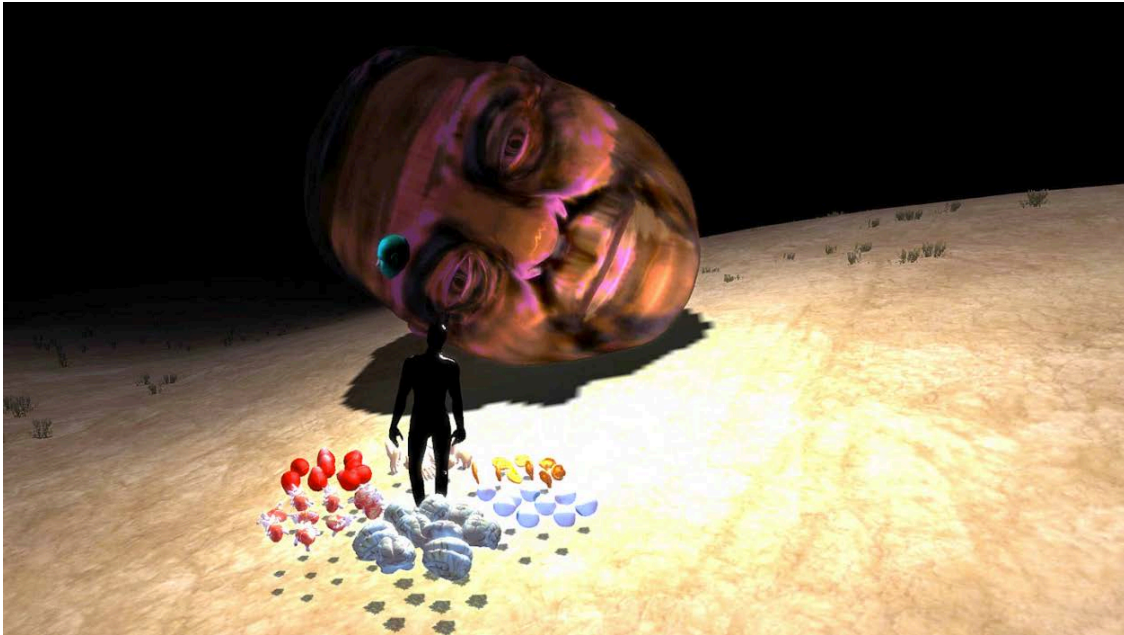
The Beall Center's curatorial focus presents a diverse range of innovative, world renowned artists, both national and international, who work with experimental and interactive media. Many of these artists have shown their works primarily within group exhibitions or have a limited number of solo exhibitions in the US. The Beall Center is committed to exhibiting these artists in a way that more fully expresses their individual body of work. The majority of exhibitions presented at the Beall Center include commissioned works and premiers of new works. We strive to present a direct connection between our programs and the larger trajectory of the history of video, installation art, kinetic and cybernetic sculpture. Our approach is not to exclusively emphasize the technological aspects of works, but to present experimental media projects that are equally strong aesthetically, conceptually and technically.

The Beall Center received its initial support from the Rockwell Corporation in honor of retired chairman Don Beall and his wife, Joan, the core idea being to merge their lifelong passions - business, engineering and the arts - in one place. Today major support is generously provided by the Beall Family Foundation.

## **About UC Irvine's Claire Trevor School of the Arts**

Times Higher Education ranked UC Irvine first among U.S. universities under 50 years old and fifth worldwide. Since its founding in 1965 as one of UC Irvine's original schools, the School of the Arts (renamed for actress Claire Trevor in 2000) has become one of the nation's leading educators in visual and performing arts. Recently awarded "Best Arts Organization" in Orange County by the Coast Community Awards, the School offers undergraduate and graduate degrees in Art, Dance, Drama and Music, a minor in Digital Arts, and one of the few university doctoral programs in Drama. The Claire Trevor School of the Arts is located at 4000 Mesa Road, Irvine, CA 92617. For more information, please visit us at [www.arts.uci.edu](http://www.arts.uci.edu).

# UCI Claire Trevor School of the Arts

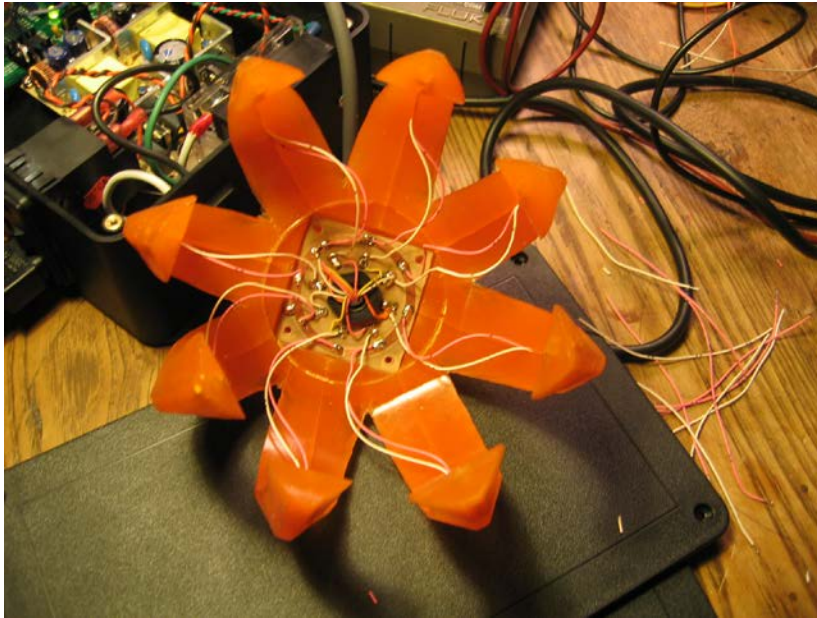


*Darkgame 4.0*, computer game installation, 2014



*Darkgame 4.0*, computer game installation, 2014

# UCI Claire Trevor School of the Arts



*Darkgame 4.0*, computer game installation, 2014



*Vietnam Romance: Levels 1-3*, computer game, 2014

# UCI Claire Trevor School of the Arts



*Vietnam Romance: Levels 1-3*, computer game, 2014



*Vietnam Romance: Levels 1-3*, computer game, 2014

# UCI Claire Trevor School of the Arts



*Still Life With Putin (with Cyril Kuhn), computer game, 2014*



*Cruise Control, computer game, 2013*

###

# UCI Claire Trevor School of the Arts

## ***Eddo Stern: New Works*** **Fact Sheet**

### **Exhibition & Related Events:**

*Eddo Stern: New Works*, Curated by David Familian  
October 10 – January 24, 2015

Opening Reception: Saturday, October 11, 2:00PM – 5:00PM – Free and open to the public

Family Day: Saturday, October 18, 11:00AM – 4:00PM – Free and open to the public

Soft/Private Opening: Thursday, October 9, 6:00PM-8:00PM – Media welcome

### **General Description:**

*Eddo Stern: New Works* will present five game based projects: *Darkgame 4.0*, *Vietnam Romance*, *Still Life With Putin*, *House Stern Pachinko*, and *Cruise Control*. Stern explores the intersection between making games and making art. In the past few years he has been experimenting with various approaches for game visuals that integrate digital techniques such as 3D programming and electronics with non-digital image making methods such as watercolor on paper, calligraphy, ink and pen, and pencil drawing. Stern explores new modes of narrative and documentary, experimental computer game design, fantasies of technology and history, and cross-cultural representation in computer games, film, and online media.

### **Gallery Hours:**

Tuesday - Saturday from 12:00 – 6:00 pm

Free Admission. Public is Welcome

### **Location:**

712 Arts Plaza, Claire Trevor School of the Arts, UC Irvine, Irvine, CA 92697

### **Parking:**

Student Center Parking Structure, at Campus Drive and West Peltason, Irvine, CA 92697

Mesa Parking Structure, at Mesa Drive and University Drive, Irvine, CA 92697

For maps, driving directions and parking information go to <http://beallcenter.uci.edu/directions> or use the UCI campus interactive map: <http://www.parking.uci.edu/maps/imap.cfm>

### **More Info:**

[www.beallcenter.uci.edu](http://www.beallcenter.uci.edu)

<http://eddostern.com/>

<http://games.ucla.edu>

[www.arts.uci.edu](http://www.arts.uci.edu)

### **Note to editors:**

Selected high-resolution images for publicity only may be downloaded from

<https://drive.google.com/folderview?id=0BxHP9f0t1YW-LU9xeTQ5VEtoXzQ&usp=sharing>

The images located on the media drive link are approved only for publication in conjunction with promotion of the exhibition *Eddo Stern: New Works*. Reproductions must include the full caption information, and images may not be cropped or altered in any way or superimposed with any printing.