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NEWS

FOR IMMEDIATE RELEASE

August 4, 2010

THREE WORKS BY RAFAEL LOZANO-HEMMER TO START SEASON AT BEALL CENTER FOR ART + TECHNOLOGY

IRVINE, Calif. -- World renowned artist Rafael Lozano-Hemmer will kick-off the Beall Center for Art + Technology's exhibition season on Thurs., Sept. 30 with "Pulse Show," three of the artist's most recent installations that use forms of biometric information – pulse rate and blood flow – to create visual output, announced David Familian, artistic director of the Beall Center and the exhibition's organizer.

The exhibition will include *Pulse Room* (2007), which uses viewers' heart beats to trigger a grid of 100 hanging lights; *Pulse Tank* (2008), which uses viewers' pulses to generate wave patterns in water; and *Pulse Index* (2010), which creates a visual from the last 509 viewers' collective biometric information.

As an electronic artist, Lozano-Hemmer develops large-scale interactive installations in public spaces, usually deploying new technologies and custom-made physical interfaces. Most recently he created an interactive artwork for the 2010 Olympic Games in Vancouver, B.C. that allowed viewers to transform the sky by directing 20 robotic searchlights along Vancouver's English Bay.

(more)

Located on the Claire Trevor School of the Arts campus at the University of California, Irvine, the Beall Center is the only West Coast venue to solely exhibit experimental media art. This exhibition offers a unique opportunity to see these Lozano-Hemmer works together in one location.

Pulse Show: Works by Rafael Lozano-Hemmer opens Thurs., Sept. 30 with an Opening Reception from 6 – 9:00 p.m. The public is welcome and admission is free. The Beall Center, located at 712 Arts Plaza in Irvine, is open Tuesdays and Wednesdays from noon to 5:00 p.m., and Thursdays through Saturdays from noon to 8:00 p.m. For more information, as well as driving and parking instructions, visit www.beallcenter.uci.edu or call (949) 824-6206.

The Beall Center for Art + Technology brings innovative new-media exhibitions that use the latest experimental artistic and scientific digital, audio and visual technology. The Beall was established in 2000 and will celebrate its 10th Anniversary with an *Experimental Media Art Festival* on 10-10-10 from 1:00 p.m. to 8:00 p.m. Admission is free and the public is welcome. Details can be found at www.arts.uci.edu/events.

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Editors Note: The following pages will provide you with background on the artist, the works in this exhibition and the Beall Center. Media tours, conducted by artistic director David Familian, are available upon request by calling Lesly Martin (949) 824-2189.



EXHIBITION: *Pulse Show: Works by Rafael Lozano-Hemmer*
Organized by David Familian

DATES: September 30, 2010 – January 22, 2011

LOCATION: The Beall Center for Art + Technology, UC Irvine

EVENTS:

OPENING RECEPTION: Thursday, September 30, 2010, 6:00-9:00pm

BEALL CENTER 10-YEAR ANNIVERSARY EVENT: Sunday, October 10, 1:00-8:00pm

FAMILY DAY: Saturday, November, 13, 11:00am-3:00pm

BOXED: Thursday, December 2, 2010, 6:00-9:00pm

ADDRESS:

Beall Center for Art + Technology
University of California, Irvine
Claire Trevor School of the Arts
712 Arts Plaza
Irvine, CA 92697-2775

GENERAL CONTACT:

(949) 824-6206
email: syounga@uci.edu
www.beallcenter.uci.edu

HOURS:

Tuesday - Wednesday, 12 – 5 pm
Thursday - Saturday, 12 – 8 pm

BRIEF OVERVIEW

The Beall Center for Art + Technology at the University of California, Irvine brings innovative new-media exhibitions that use the latest experimental artistic and scientific digital, audio, and visual technology. In conjunction with its 10th anniversary this fall, the Beall Center will present the interactive installations of internationally renowned artist, Rafael Lozano-Hemmer.

ARTIST'S BIOGRAPHY

Rafael Lozano-Hemmer was born in Mexico City in 1967. In 1989 he received a B.Sc. in Physical Chemistry from Concordia University in Montréal, Canada and lives in Montreal. Most recently Lozano-Hemmer created *Vectorial Elevation*, an interactive artwork for the 2010 Olympics that allowed participants to transform the sky by directing 20 robotic searchlights located along the English bay in Vancouver, Canada.

As an electronic artist, he develops large-scale interactive installations in public spaces, usually deploying new technologies and custom-made physical interfaces. Using robotics, projections, sound, internet and cell-phone links, sensors and other devices, his installations aim to provide "temporary anti-monuments for alien agency." His kinetic sculptures, responsive environments, video installations and photography have been shown in more than 30 countries. His work has been commissioned for events such as the Millennium Celebrations in Mexico City (1999), the Cultural Capital of Europe in Rotterdam (2001), the United Nations' World Summit of Cities in Lyon (2003), the opening of the Yamaguchi Centre for Art and Media in Japan (2003), the Expansion of the European Union in Dublin (2004), the 40th Anniversary of the Tlatelolco Student Massacre in Mexico City (2008) and the 50th Anniversary of the Guggenheim Museum in New York City (2009).

ARTISTIC DIRECTOR STATEMENT

The Beall exhibition will bring together three of Lozano-Hemmer's recent installations that are part of a series of six works that use forms of biometric information, such as pulse and blood flow, to create forms of visual output. This exhibition offers a unique opportunity to see these works from this series together in one location.

All three of the works combine multiple individual inputs in order to create a multivalent result. This is an ongoing thread within Hemmer's work that explores various forms of embodied interactivity. The kinetic quality is not interactive in the traditional sense of the viewer consciously controlling the output. It is our autonomic nervous system systems, which we have less control that is made manifest by the work. That what is felt is made visible by the output of the work. By creating a representation of our pulse he not only reveals our own bodily function but that what we share with others. This transformation of control from our minds to our bodies is at the heart of Rafael Lozano-Hemmer's work.

Two of the works *Pulse Room* and *Pulse Index* presents us with a history of who has viewed the work in a kind of memento-mori, in *Pulse Room* we view blinking lights representing the last 100 viewers of the work and *Pulse Index* we see images of an index finger of the last 509 viewers.

The exhibition will be on view at the Beall Center for the Art + Technology from September 30, 2010 – January 22, 2011. The exhibit may be available for travel beginning February 2011. Please contact the Beall Center for additional information.

LIST OF WORKS

Pulse Room (2007) uses a viewer's heartbeat to trigger a grid of 100 lights that hang from the ceiling. When one grips a steel device, a sensor detects his or her pulse and immediately sets off the closest bulb to flash at the exact rhythm of his or her heart. With each new interaction the previous pulse is moved forward through the array of a 100 lights.

Pulse Tank (2008) reads a person's pulse either from their finger or palms to activate a device that interacts with a small pool of water to produce two kinds of wave patterns. These wave patterns then cross each other creating interference patterns within the water. Lights pointing at the water then reflect these patterns throughout the space.

Pulse Index (2010), is an interactive installation that records participants' fingerprints at the same time as it detects their heart rates. The piece displays data for the last 509 participants in a stepped display that creates a horizon line of skin. To participate, people introduce their finger into a custom-made sensor equipped with a 220x digital microscope and a heart rate sensor; their fingerprint immediately appears on the largest cell of the display, pulsating to their heart beat. As more people try the piece one's own recording travels upwards until it disappears altogether —a kind of memento-mori using fingerprints, the most commonly used biometric image for identification.

ADDITIONAL INFORMATION, IMAGES, AND RESOURCES

www.beallcenter.uci.edu

<http://www.lozano-hemmer.com/index.php>

http://www.lozano-hemmer.com/pulse_room.php

http://www.lozano-hemmer.com/pulse_tank.php

http://www.lozano-hemmer.com/pulse_index.php