

Educator
Resource
Guide

Shadows - By: Fernando Orellana



*Performing Media:
Works by Signal Culture Artists in Residence*

September 20, 2014- January 11, 2015



Compiled by the Education Department
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Introduction to *Shadows* - By: Fernando Orellana

The Everson Museum of Art presents *Shadows* - By: Fernando Orellana. An interactive exhibition, containing pieces designed to be used posthumously. This series is inspired by paranormal research, spiritualism, and ghost folklore. Orellana's machines continuously search for the dead, attempting to allow the departed continued use of their worldly possessions.

The personal objects found in these techno-effigies were hand chosen by Orellana from recent estate sales. The objects are in a constant state of potential energy, awaiting their former owner's return. By monitoring sudden fluctuations in temperature, infrared, and electromagnetic readings, the machines try to open a doorway into the otherworld. Each machine gives the dead an opportunity or a proxy to continue interacting with their possessions between this world and the next.

Artists Website

www.FernandoOrellana.com



Their dolls, by Fernando Orellana



His Minerals



Their words



Her Bell

Photographs courtesy of the artist



Equipment used to detect a presence:

Digital camera: cameras can be modified to see in the Infrared spectrum of light

EMF Detector: Electromagnetic Field Detector measures fluctuations in electromagnetic fields. It is a common theory that spirits disrupt this field in such a way that you can tell if one is present by higher than normal readings with this meter.

Thermometers: Infrared non-contact thermometers are the best kind. Rapid temperature drop of 10 degrees or more could indicate spirit presence

VOCABULARY

Estate sale: The sale of someone's worldly goods, usually after their passing.

Memorial: Something, most commonly a structure, established to remind people of a person or event.

Posthumously: Something arising, occurring, or continuing after one's death.

Techno-effigies: A technological representation or remembrance of someone, usually created after their passing.

ACTIVITY IDEAS FOR THE CLASSROOM

ACTIVITY 1: Memorial

Have your students identify and research community memorials. Why was this person or event commemorated? Who was the artist? Was the memorial commissioned? Research the history of the memorial. Have the students brainstorm ideas to create a new memorial. Identify a person, group or event from the community that has not been commemorated. Have students write a proposal for their memorial and draw sketches of what their memorial would look like.

ACTIVITY 2: Effigy

If Fernando Orellana were to create a work about you, what item(s) of yours do you think he would use? Why? How would it work? Have students write down their ideas for their own techno-effigy and make a drawing.

Artist in Your Neighborhood

Artist in Your Neighborhood is a unique program that invites local Central New York artists to produce new artwork in the context of an all-ages art experience. An exhibition space in the Museum's Art Zone showcases these experimental installations, designed by the artists to encourage broader social conversations for the museum audience. Each exhibition combines original works of art and a book about the artist.

At the center of *Artist in Your Neighborhood* is a comprehensive program that invites school age children and families to interact with the artist in the creation of original works of art inspired by the exhibition.

Through this program, we not only learn how and why the artists make their art, but who they are and how their life experiences have shaped their work. Ultimately, the goal of *Artist in Your Neighborhood* is to demystify artists and to show that art is made by people just like you, right here in our own 'neighborhood'. We hope this acts as a catalyst for your own creative expression and exploration.

Showcasing the work of local artists in the Everson Museum of Art is an important community building exercise and helps fulfill our mission. The work created by Fernando Orellana includes artist sketches, 3D printed prototypes, a video demonstrating the 3D printing process and the 3D printed sculpture, *The Hybrid*.



Fernando Orellana, American, *The Hybrid*, Digital 3D visualization, Photo courtesy of the artist

Performing Media: Works by Signal Culture Artists in Residence

Performing Media: Works by Signal Culture Artists in Residence highlights work, which were made through a variety of performative processes within the realm of media art. Artists Benton-C Bainbridge, Pat Cain, Jax Deluca & Kyle Marler, Andrew Deutsch, Colleen Keough, LoVid, and Eric Souther are featured with single channel videos, installations, and live performances. All participants were artists in residence at Signal Culture in Owego, NY.

Signal Culture

Signal Culture was founded in 2012 by Jason Bernagozzi, Debora Bernagozzi & Hank Rudolph to encourage creation of new work, building of community, and connection to history in the field of experimental media art by providing artists, researchers, and innovators with residencies, resources, and exhibition opportunities. The experimental media studio is complete with real-time analog and digital image processing equipment, custom made hardware and software, a variety of interactive interfaces and alternative imaging devices that can be configured in a modular studio setup.

About the artists

BENTON C BAINBRIDGE , NEW YORK, NY

bentoncbainbridge.com

Benton C Bainbridge is a Media artist based in New York. His current work, "Picturing You" is an interactive installation allowing visitors to create painterly portraits of one another using iPads with a pre-programmed set of controls.

PATRICK CAIN, WASHINGTON, DC

vimeo.com/patrickcain

Patrick Cain is originally from Buffalo NY. His recent work is inspired by mid-century experimental film making, early electronic music, and nature.

JAX DELUCA & KYLE MARLER , BUFFALO, NY

flatsitter.com

This Dynamic Duo likes to explore color, texture, mood, patterns and form at the intersection of video and sound. All footage was produced during a residency at Signal Culture. Woodblock Prints created by the artists will also be on display.

COLLEEN KEOUGH , ATHENS, OH

colleenkeough.com

Colleen Keough is a lens and time-based media artist working with video, sound, performance, installation, mixed media, and hybrid forms. Her current work explored the social need for feedback through a series of visual collages.

LOVID , NEW YORK, NY

lovid.org

LoVid is a duo of artists' Tali Hinkis and Kyle Lapidus. Their exhibition "Roots No Shoots" is an installation of video, audio and discarded electronic devices. The work is a symbol for biological, social and environmental signals.

ERIC SOUTHER, SOUTH BEND, IN

unseensignals.com

Eric Souther creates custom software for manipulating his video and new media art in real-time. His work "Multiplying Muybridge" uses footage from the late 19th century to critique and analyze the language of film. The images in the work are divided into 3 parts, film, analog video, and digital video.

ANDREW DEUTSCH, HORNELL, NY

vimeo.com/andrewdeutsch

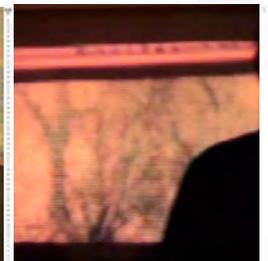
As a Professor at Alfred University, Andrew Deutsch has more access to technology than most. He has released over 14 CDRs of solo electronic music on his *Magic If Recordings* label.



Excerpts from *iLook* by Colleen Keough



Roots No Shoots by LoVid



Jim's Attic by Jax & Kyle

All images courtesy of the artists

VOCABULARY

Artist Residency (Artist in Residence):

Programs that provide opportunities to invite artists, curators, and all manner of creative people to create work in a new and different setting, providing resources and a place to stay while creating. They are often a time of reflection, research, presentation and/or production.

Contemporary art: The art of today. Made by artists living and working within our lifetime.

Interactive Sound Art: Interactive art is a type of installation that allows the audience or spectator to interact with the piece in a way that achieves its desired purpose. A sound installation has a three-dimensional space. The audience can interact in a number of ways, for example, controlling the score, volume, or even what noise is made.

Installation art: Art work that is created or constructed on the site where it is exhibited, often to transform the look and feel of that place.

Media Art: Artwork that depend on a technology to function. The term "media" applies to any communication device used to transmit and store information.

Performance art: A collaborative art form originating in the 1970s as a fusion of several artistic media, such as film, video, music, drama, and dance.

Recontextualize: The process of taking original images or text and casting them into a new perspective.



iSeek By Colleen Keough

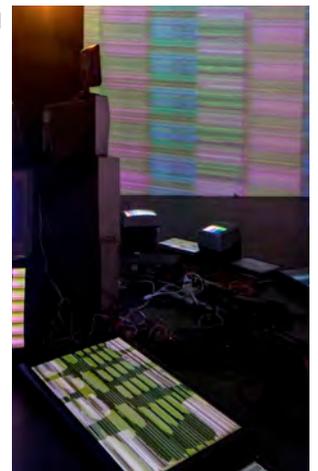
Our “neighborhood” has a strong media art history:

- The Everson Museum was a pioneer in displaying and collecting video art. The Everson holds the largest video art collection in the world.
- Experimental Television Center, Owego, NY, founded 1971
<http://www.experimentaltvcenter.org/>
- The Red House Art Center screens videos and video art, created by local artists.



Picturing You
by Benton C
Bainbridge

Roots no Shoots by LoVid



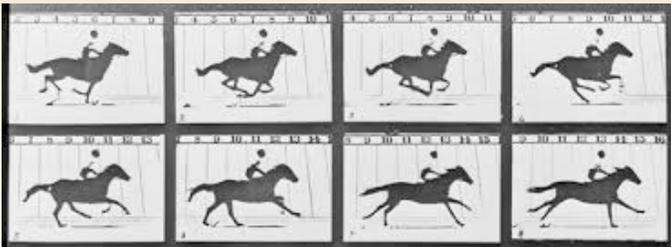
ACTIVITY IDEAS FOR THE CLASSROOM

ACTIVITY 1: Sound Art

Give each student an unconventional instrument (such as a metal pot, or a box of rice) and direct the performance. Record the sound and play it back to students discuss the timing and artistic process.

ACTIVITY 2: Recontextualize

Eric Souther's piece *Dissecting Muybridge* recontextualizes Eadweard Muybridge's late nineteenth century chronophotography. Muybridge was a photographer important for his pioneering photographic work studying motion. To learn more about Muybridge visit <http://www.eadweardmuybridge.co.uk/>
Discuss the concept of recontextualization. How would your students recontextualize the work of Eadweard Muybridge or another favorite artist of theirs? Have the students create a work of art that recontextualizes another artists.



Eric Souther, *Dissecting Muybridge*, image courtesy of the artist.

HOW TO DISCUSS CONTEMPORARY ART

Contemporary art can integrate technology or take the form of performance; be collaborative, experiential, interactive and in some cases it is a form of social critique. Some contemporary artists re-contextualize (the process of taking original images and casting them into a new perspective) or appropriate (using borrowed elements in the creation of a new work) objects and give them new meaning.

LOOK AND LISTEN

- What stands out about the piece? If something stands out, its probably important to the artist's message and should be looked at more closely.
- Is there something that made you stop to look or listen longer?
- Does the volume or speed influence the work?
- Are any of the sounds familiar to you?
- What might be creating the sounds? An instrument, animal, a person, a computer?
- Is there repetition to the sound?

THINK

- What do you think the artist is trying to say?
- Does the title make you read the piece differently?
- How does the work make you feel? Nervous, excited, sad, happy?
- Does the work remind you of anything?
- What connections can you make to the work? How does it relate to your own ideas, experiences, opinions, and assumptions?

THINK FORMALLY

- How do you think the artist made the work?
- Why do you think the artist made the work in this way?
- What elements of art and principles of design are used? (ex: color, form, shape, line, scale, balance)
- How might this influence the work?
- What does the work tell you about the artist?



Picturing You by Benton C
Bainbridge

RELATED PROGRAMMING

Opening Night Performances

September 19, 5.30-8pm
Free with opening night admission
Hosmer Auditorium

Artists from the *Performing Media* exhibit will offer live performances during opening night. Performances include a range of electronic media instruments, some handmade and rare, and will combine experimental sound, film, video and real time image and sound processing. It will be a real happening! Artists include Benton C Bainbridge, Patrick Cain, Jax Deluca and Kyle Marler, Colleen Keough, Eric Souther, and Andrew Deutsch, joined by Emil Schult – one of the founders of Kraftwerk.

Gallery Walk

Saturday, September 20th, Free

1pm: Join artists from the *Performing Media* exhibit in a gallery walk as they discuss their work and provide insight into their processes. Participating artists include Benton C Bainbridge, Patrick Cain, Jax Deluca & Kyle Marler, Andrew Deutsch, Colleen Keough and Eric Souther.

3pm: Join artists LoVid in an audience participatory performance followed by a gallery talk to discuss their work.

Gallery Walk: Meet the Artist

Fernando Orellana
October 2, 6.30pm, Free

Engage with the artist Fernando Orellana in his interactive exhibit, *Shadows*. In this walking tour learn about his inspiration and processes for this fascinating and curious exhibit and join in spirited discussion in an informal setting.

Family Day

October 25, Noon – 3.00pm, Free
Rosamond Gifford Sculpture Court

Join us for an afternoon of gallery exploration and art making! Meet Fernando Orellana and learn about 3D printing. Use your imagination to roll and cut fun miniature shapes using Play-Doh extruders to make a colorful collage. Create glow in the dark geometric prints based on artists LoVid. Make a mini animation by constructing a simple thaumotrope, a device that produces the illusion of movement.

NEW! Family Tours

Oct 25th, Noon-1pm, Free
For families with children ages 5-12

Fun for the entire family! Learn all about the Everson in a family friendly tour with a museum docent. Check out what's new in the galleries and engage in lively conversation about what you see. Check in at the Visitors Service Desk, space limited.

SCHEDULING A TOUR

To schedule a tour contact Qiana Williams in the Education Department. 315.474.6064 x303 or qwilliams@everson.org

ON THE COVER:

Their Dolls, detail, Fernando Orellana, image courtesy of the artist.

Roots No Shoots, LoVid, image courtesy of the artist.