

Press Release

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FOR IMMEDIATE RELEASE

Walk, Dance, Jump and Move...with your own shadow!

***Shadow Play* features 'Legend of Interactivity', Scott Snibbe**

April 23rd-July 3rd

Opening Reception: Friday, April 22nd, 6-9pm

Cambridge, MA: March 14, 2005 – What would it be like to play with your shadow? What if you could interact with the shadows of other people? Shadows are the featured subject in *Shadow Play*, a solo show by artist Scott Snibbe, recently named a 'Legend of Interactivity' by The Kitchen gallery in New York City.

Shadow Play is the world premier for two new works by Snibbe: *Visceral Cinema: Chien* and *Shadow Bag*. This exhibit is being held concurrently with the opening of the Boston Cyberarts Festival, for which Art Interactive is the exclusive headquarters.

The four screen-based works in *Shadow Play* invite visitors to interact with their shadows, and the shadows of others, as never before. Curated by Molly Polk, this exhibit demonstrates Snibbe's masterful explorations in electronic, interactive media. All of these works invite adults and children to walk, dance, jump, or move to create individual performances with their shadows.



Visceral Cinema: Chien

And in some of the works, the shadows play back!

Scott Snibbe's work has been shown internationally at venues including the Whitney Museum of American Art's Artport (New York), the InterCommunications Center (Tokyo), and The Institute of Contemporary Art (London). He has been awarded a variety of international prizes, including the Prix Ars Electronica and a 2004 Rockefeller New Media Fellowship.

Press kits with more detailed information about *Shadow Play* and Art Interactive are available upon request or online at: <http://www.artinteractive.org>

PUBLIC PROGRAMS

Friday, April 22, 2005, 6-9pm

Opening Reception: Shadow Play! Free and open to the public

Saturday, May 14, 2005, 4pm

Curator Talk with Molly Polk

Saturday, June 11, 2005, 2-3pm

Family Day- Movement workshop: Interactive Shadows with Stefani Reitter

Boston dancer/ choreographer Stefani Reitter will lead children and parents through an interactive movement workshop focusing on playing with shadows.

Thursday, June 16, 2005, 7pm

Dance Performance- Interacting with Shadows

Drawing inspiration from Snibbe's images on view, dancer/ choreographer Stefani Reitter will present an exploration of the relationship between movement and shadow.

Friday, June 24, 2005, 6-9pm

Closing Reception Free and open to the public

For more details about these programs or to schedule educational visits, please contact

info@artinteractive.org

ABOUT ART INTERACTIVE

Art Interactive is a non-profit art space founded in 2001 by Boston-based entrepreneurs Emanuel Lewin and Irene Buchine. Its arts advisory board members include Joe Paradiso, Associate Professor of Media Arts and Sciences and Co-Director of the "Things That Think" research consortium at the MIT Media Laboratory; George Fifield, director of the Boston Cyber Arts Festival and New Media curator at the DeCordova Museum; Joseph Ketner, director of the Rose Art Museum at Brandeis University; and Kathy Brew, an independent media producer, curator and educator based in New York.

Art Interactive's mission is to provide a public forum that fosters self-expression and human interaction through the development and exhibition of art that is contemporary, experimental, and participatory. As the *Boston Globe* commented in a review coinciding with the gallery's public opening in 2002: "Viewers here become part of the art...There is nothing exactly like Art Interactive elsewhere in the United States." In describing the gallery's first exhibition, *Time Share* - an exploration of time, perception and interactivity organized by Denise Markonish - the *Boston Phoenix* called the work "bold, technologically inventive, and daring..." Likewise, *ArtsMedia* wrote that the inaugural show demonstrated Art Interactive's achievement in "setting a precedent for mixed interactive media art." *Body Double*, also organized by Markonish, focused on works that physically depended upon the viewer's body to bring the works to completion, which were hailed by the *Boston Herald* as a "striking mix of images and ideas" that generated a "lively buzz of a communal good time." WBUR, the National Public Radio local affiliate, praised *Origins: Rediscovering the Future of Video Art* - mounted by Mary Ann Kearns, founder and director, 911 Gallery, Boston, MA - for "contextualizing the rise of new media by examining the antecedents of the digital revolution."

Gallery Hours and Information

The gallery is open Thursdays, Saturdays and Sundays from 12-6pm or by appointment, and is located at 130 Bishop Allen Drive, at the corner of Prospect Street. For more information, please contact info@artinteractive.org or call 617.498.0100.

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