

MEDIA

INFORMATION

FOR IMMEDIATE RELEASE

12 NOVEMBER 2009

MuseumSheffield

**LOVEBYTES PRESENT
CODE:CRAFT**

27 JANUARY – 16 JUNE 2009

IN OUR DEVELOPING DIGITAL AGE, ARTISTS AND DESIGNERS ARE UTILISING NEW TECHNOLOGIES THAT ARE SWIFTLY BECOMING AS EXPRESSIVE AS THE MORE TRADITIONAL HANDCRAFT MEDIUMS OF PAINT AND SCULPTURE. *CODE:CRAFT* IS A NEW EXHIBITION SPECIALLY CURATED FOR MUSEUMS SHEFFIELD BY DIGITAL ARTS ORGANISATION LOVEBYTES EXPLORING THE REMARKABLE CREATIVE POTENTIAL OF THE SOFTWARE THAT TURNED COMPUTER PROGRAMMING INTO AN ART FORM.

MAKING ITS DEBUT AT THE MILLENNIUM GALLERY, *CODE:CRAFT* WILL LOOK AT THE CREATIVE IMPACT OF NEW COMPUTER CODING TOOLS SUCH AS *PROCESSING* AND *OPEN FRAMEWORKS* AND WILL FEATURE NEW WORK BY THE ARTISTS AND DESIGNERS THAT HAVE CREATED, SHARED AND ADOPTED THESE TECHNOLOGIES. SINCE ITS DEVELOPMENT IN 2001, *PROCESSING* HAS BEEN USED TO CREATE MUSIC VIDEOS BY RADIOHEAD AND REM TO COMMERCIALS BY NIKE AND BUDWEISER, AND HAS EVEN BEEN USED TO VISUALISE COASTAL MARINE ECOSYSTEMS. THE EXHIBITION WILL EXPLORE HOW ARTISTS HAVE UTILISED THESE 'OPEN SOURCE' TECHNOLOGIES TO PRODUCE EVERYTHING FROM LARGE-SCALE INTERACTIVES TO EXPLORATIONS OF THE MATHEMATICAL FORMS AND PATTERNS IN NATURE, WHICH ORIGINALLY PROVIDED THE INSPIRATION FOR THE DEVELOPMENT OF THE TECHNOLOGY ITSELF.

CODE:CRAFT WILL PLAY HOST TO A BRAND NEW COMMISSION BY AMERICAN DIGITAL ARTIST AND CO-DEVELOPER OF *PROCESSING*, C E B REAS, ALONGSIDE NEW WORK BY GOLAN LEVIN AND WILLIAM NGAN. THE EXHIBITION WILL ALSO FEATURE MEHMET AKTEN'S PHYSICALLY INTERACTIVE DIGITAL INSTALLATION, *BODY PAINT*, WHICH WILL SEE VISITORS USE THEIR WHOLE BODY TO PAINT WITH PIXELS ON THE WALLS OF THE GALLERY. AMONGST THE OTHER WORKS ON SHOW WILL BE ANIMATED PROJECTIONS BY DANIEL BROWN AND 3D LASER CUT SCULPTURES THAT HAVE BEEN GENERATED USING COMPUTER SYSTEMS DESIGNED BY DAVID DESSENS AND DANIEL WIDRIG.

-ENDS-

NOTES TO EDITORS:

- MUSEUMS SHEFFIELD: MILLENNIUM GALLERY, ARUNDEL GATE, SHEFFIELD, S1 2PP. TEL. 0114 278 2600
- MUSEUMS SHEFFIELD: MILLENNIUM GALLERY IS OPEN MONDAY – SATURDAY 10AM – 5PM, SUNDAY 11AM – 5PM.
- WWW.MUSEUMS-SHEFFIELD.ORG.UK
- *CODE:CRAFT* HAS BEEN SPECIALLY CURATED FOR MUSEUMS SHEFFIELD BY DIGITAL ARTS ORGANISATION LOVEBYTES
- WWW.LOVEBYTES.ORG.UK
- *CODE:CRAFT* HAS BEEN SUPPORTED BY THE ARTS COUNCIL ENGLAND, YORKSHIRE
- WWW.PROCESSING.ORG
- WWW.OPENFRAMEWORKS.CC
- C E B REAS - WWW.REAS.COM
- GOLAN LEVIN - WWW.FLONG.COM
- WILLIAM NGAN - WWW.METAPHORICAL.NET
- DANIEL BROWN - WWW.DANIELBROWNS.COM



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