

05/01–08/30/2009

YOU_ser 2.0: Celebration of the Consumer

An exhibition at the ZKM | Media Museum Karlsruhe

“YOU_ser 2.0: Celebration of the Consumer” is a further development of the successful exhibition “YOU_ser: The Century of the Consumer,” which has already been on display since October 2007 at the ZKM | Media Museum. The show has been continually expanded with new works, and exhibits have been replaced to stay up-to-date with current technical and artistic developments. The approx. twenty newly added works add emphasis within the exhibition context to the participatory revolution that is going on with the “join-in” Web 2.0.

“YOU_ser 2.0,” marks the ZKM’s celebration of creative consumers who thanks to new technological possibilities, themselves become artists. The installation “reacTable,” which Icelandic musician Björk has already used in concerts is exemplary of this. The corresponding and, likewise, extremely simple operational structure makes it possible for amateurs, too, to generate electronic music entirely on intuition, without previous technical or musical knowledge.

This work, like several others, was already on display at last year’s Biennale in Sevilla, and will return to Karlsruhe. Added to it are commissioned works conceived especially for “YOU_ser 2.0” and newly produced media artworks, as well as further developments of existing ones.

Also new is the permanent presentation of the Panorama technology developed at ZKM. Beginning on 1 May, the ZKM_PanoramaLab will be presented in the foyer of the ZKM as part of the exhibition “YOU_ser 2.0” As a picture window onto the research and development work of ZKM | Institute for Visual Media, it enables continuous presentation of artistic works and research projects and serves as a set development environment for new projects.

New Works

The work “reacTable” brings to ZKM a piece that has already found a prominent fan in the musician Björk. The installation functions as a musical instrument that can be used intuitively without previous musical or technical knowledge. One or several users move objects on a light table, which produce various sound effects according to the type and arrangement.

(short demonstration: <http://www.youtube.com/watch?v=MPG-LYoW27E&NR=1>, Concert with Björk: <http://www.youtube.com/watch?v=GDq5uXv0Pbo>)

“Love Letters,” a commissioned work by the artist David Link, has already caused a sensation in professional circles. It represents a functioning reproduction of the world’s first computer, the Manchester Mark 1 (1948), which in this case, writes love letters based on historical software.

Press Kit

April 2009

Exhibition
“YOU_ser 2.0: Celebration of the Consumer”

Place
ZKM | Media Museum

Duration
05/01–08/30/2009

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“**T_Visionarium II**” is a long-term research project that investigates narrative structures with regard to new forms of observer participation, and interaction with television material. This monumental, walk-in installation will also be a part of “YOU_ser 2.0.”

ZKM_PanoramaLab

A focus of the research and production activities of the ZKM | Institute for Visual Media is the development of innovative hardware and software solutions for artistic projects. One of the most recent developments in this field is the PanoramaTechnology – a display system consisting of a special cylindrical projection environment, the PanoramaScreen, and a specially developed software system for displaying imagery on the screen, the Panorama Display Software.

Through national and international exhibitions and presentations at ZKM, through scientific lectures and seminars, the Institute has periodically given the general public and expert audiences an insight into this area of its expertise. Due to the great interest and approval these presentations have met with, now a permanent forum for the PanoramaTechnology will be established at ZKM: the ZKM_PanoramaLab in the ZKM_Foyer, during opening hours of the museum admission free.

CloudBrowsing (2008–2009) by Bernd Lintermann, Mahsa Jenabi, Werner A. König and Torsten Belschner ist he first work that will be show in the new installed PanoramaLab.

Every day we delve into the multilayered information landscape of the WorldWideWeb, we surf, browse, use special tools to navigate, and structure its audio-visual contents. Our computer monitor only provides a restricted frame, a small window through which we experience this landscape only partially and in a rather linear mode. The installation »CloudBrowsing«, however, turns our daily interaction with information on the Web into a spatial and physical experience: By means of a specially developed method for displaying web-based information, the cylindrical surface of the PanoramaScreen becomes a large-scale browser, surrounding the user, who can thus experience a panorama of his movements in this virtual information space.

The installation “CloudBrowsing” was created in collaboration with the University of Konstanz. projectiondesign supports the PanoramaLab with his F32-WUGXA-Projectors.

The development of the PanoramaTechnology was funded through the Information Technology Funding Program of the federal state of Baden-Wuerttemberg (BW-FIT) in the context of the research association “Information at your fingertips - Interactive Visualization for Gigapixel Displays.”

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Guided tours: Sun, 4 p.m.

Kunstfreunde: Every Friday and Sunday (2–5.30 p.m.), the “Kunstfreunde” of the ZKM | Museum Communication present the

artworks in the exhibition. The mediation program is sponsored by EnBW, the exhibition's main sponsor.