



## Press Release

# Kinetica at Universal Forum of Cultures Monterrey 2007

September 20<sup>th</sup> - December 8th 2007

In the first of a series of exhibitions planned around the globe, **Kinetica Museum** will launch its first international show at the **Universal Forum of Cultures** in Monterrey, Mexico this September. The exhibition will continue until December. The Forum is a global event that occurs every four years and connects cities from all over the World. The key themes are cultural diversity, sustainability, peace and knowledge.

**Kinetica Museum**, has been invited by **Planetarium ALFA** to take part in an interactive exhibition as part of the Forum's programme of events

Kinetica will present the work of 3 internationally renowned Artists; **Sam Buxton**, **Tim Lewis** and **Max Streicher**. **The 3 artworks selected experiment with the human form and explore the universal concepts of human existence in relation to nature, technology and life itself.**

- **Sam Buxton** has electronically sequenced a complex arrangement of electroluminescent display technology into his '**Clone Chaise**', a work that also serves to demonstrate his commitment to investigating the delicate relationship between the human body and its environment.
- **Tim Lewis's** constructions overturn people's expectations about sculpture. His work revolves around the bizarre and improbable, using a combination of mechanisms, lighting and sculpture. For this exhibition, Kinetica will present '**Mechanic**', which forces us to examine the point at which a machine becomes almost too human and lifelike for comfort.
- **Max Streicher** is a sculptor and installation artist who has worked extensively with kinetic inflatable forms since 1991. Inflated by industrial fans and simple valve mechanisms his works are animated with a surrogate life, as the air fills the forms and moves through the pliable material it recalls our own sensation of breath. In his 'Blow' series, which includes the piece '**Hale**', the breath is taken to heightened extremes.

## NOTES TO EDITORS

### ABOUT KINETICA:

Kinetica aims to actively encourage the convergence of art and technology, providing an alternative platform to static traditional forms of art such as painting and sculpture. The museum champions artistic innovation of all kinds and showcases work which explores the interwoven complexities between scientific development and the human condition. Our vision is to create both a historical and contemporary art collection of seminal and cutting-edge multi-disciplinary works that date back from the 1950s through to the present day, focusing on the pioneering and influential importance of such works.

In its first phase, Kinetica Museum successfully established itself as one of London's premier artistic centres and received international recognition for its dynamic series of exhibitions, workshops, performances and artist talks. This phase of the project, which launched in October 2006, revolved around Kinetica's high-profile exhibition space in central London, where, some of the most important examples of kinetic, technological and electronic art, both past and present were showcased through seven major exhibitions.

For the second phase, the museum will become truly kinetic with a series of exhibitions planned around the globe.

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### Kinetica Biographies:

**Dianne Harris, Art Director**, has worked within the applied arts for the past 15 years and has exhibited extensively in America, North Africa, Europe and England. She was founder, curator and director of the Luminaries kinetic and interactive gallery in London from 2003-4.

From this she went on to co-found Kinetica. Dianne sources and curates the revolving collection for Kinetica and is instrumental in inviting key workshop leaders, artists, curators, scientists, musicians, authors and philosophers to run programmes, forums and special exhibitions.

**Tony Langford, Co-founder, Operations and Managing Director**, has been involved in the research and application of audiovisual and interactive media for more than 10 years. He has organised and run events with a focus on providing stimulating and interactive audiovisual experiences for visitors. Most recently he managed visual campaigns and events (outdoor, audiovisual and online) for an independent record label.

**Charlotte Tiley, Commercial Director**, has been setting up and developing creative businesses for the last 10 years from fashion houses in Milan to corporate entertainment companies in F1 and now oversees the business development and management of Kinetica.

## **ABOUT THE MONTERREY 'UNIVERSAL FORUM OF CULTURES':**

The headquarters of the 2007 International Cultures Forum is in Monterrey, Nuevo León, Mexico. Specifically, it will take place at the Parque Fundidora, where there are industrial towers, furnaces, and immense columns of brick that now serve as a structure for various cultural and recreational activities.

Other Organisations featuring in the Planetarium ALFA exhibition include:

- **Panasonic** - Lead-free technological developments promoting environment conservation, including the biggest plasma screen in the world - 103"
- **Intel** - Microchip evolution
- **I-Robot, Lego, PIE** - Demonstration of art, entertainment, industrial and domestic robots

The Universal Forum of Cultures Monterrey 2007 extends to the local, national, and international communications media, a cordial invitation to cover this encounter of worldwide cultures that will take place from 20 September to 8 December of this year.

Please see [www.monterreyforum2007.org](http://www.monterreyforum2007.org) to contact the Press Room at the Universal Forum of Cultures.