

ROBOTIC LIFE FORMS OPEN UK'S FIRST KINETIC ART MUSEUM

Kinetica, the first museum in the UK for kinetic art opens in London

5 October 2006, London: Performing robots, a mechanical writing machine that mimics Salvador Dali's signature and a digital starfish that responds to touch are some of the exhibits that will go on display from tomorrow at **Kinetica** (www.kinetica-museum.org), the UK's first ever museum dedicated to kinetic, electronic and experimental art, past and present, when it opens in Old Spitalfields Market on **Friday October 6**.

The 7,200 sq ft museum, situated within a new building over two floors in the Old Spitalfields Market has been provided through generous sponsorship from Ballymore Properties Ltd. The project has been brokered by Futurecityarts (www.futurecityarts.com) and has attracted a major award from Arts Council England.

Two **free** public exhibitions mark Kinetica's opening: **LIFE FORMS**, a group exhibition exploring artists' interpretations of new life forms and **The Ancestral Path** by Amorphic Robot Works [See below for more details].

Kinetic art uses movement, light, energy and sound for creative expression, constantly evolving to embrace new innovations and available technology. Kinetica will showcase an eclectic range of artists from the 1920s onwards, including **Chico MacMurtrie's** groundbreaking robots and new work by contemporary artists including **Daniel Chadwick, Chris Levine** and **Tim Lewis**.

Kinetica will actively encourage the convergence of art and technology, providing an alternative platform to traditional forms of art such as painting and sculpture. It will champion artistic innovation of all kinds through a permanent collection, a temporary exhibition programme and an ongoing series of events, workshops and talks.

Dianne Harris, Artistic Director of Kinetica, said: *“Kinetica will be an important addition to the cultural landscape in London and the UK. It will highlight this country as an international centre for artists working in new media and interdisciplinary art forms, bringing to the fore the extraordinary creativity and vibrancy of work being produced here and abroad. Through the permanent and evolving collections, the museum will also act as a record of some of the seminal moments of kinetic art both now and in the future.”*

Sarah Weir, Executive Director, Arts Council England, London, said: *“We are delighted by the prospect of the new Kinetica Museum as it will help to cement the reputation of London, and the UK, as a leading international centre for experimental, electronic art. We envisage that once Kinetica opens, it will offer an extraordinary spectacle to visitors, tourists, artists and local residents alike.”*

Jonathan Haigh, Commercial Director of Ballymore, said: *‘Kinetica will bring a new cultural dimension to Old Spitalfields Market, giving local people and visitors a fantastic opportunity to see a new type of museum and exciting art. Culture is an important part of Ballymore’s vision and the opportunity to work with Kinetica has been a pioneering example of how we hope to work with arts organisations and artists now and in the future.’*

OPENING EXHIBITIONS:

LIFE FORMS: Kinetica Launch Exhibition: 6 October – 14 November 2006

LIFE FORMS, Kinetica’s opening exhibition, will explore artists’ concepts towards new life forms through technology. Artists and exhibits include **Richard Brown’s** interactive starfish, **Tim Lewis’s** writing machines and **Dante Leonelli’s** pioneering ‘neondomes’ from the 1970s. **Chris Levine**, Kinetica’s first commissioned artist, will create a bespoke “blipvert” at the entrance to the museum. This takes the form of the infinity symbol, Kinetica’s logo, which will appear in peripheral vision. **Leonel Moura** will present symbiotic mechanical painting machines and **Elias Crespin** will show kinetic matrix landscapes.

Amorphic Robot Works, The Ancestral Path: 6 - 15 October 2006

The Ancestral Path, being exhibited in London for the first time, comprises 30 interactive computer-controlled robotic sculptures that perform a range of activities creating an anarchic technological spectacle.

Chico MacMurtrie is Artistic Director of Amorphic Robot Works, a collaborative group of artists, technicians and programmers, creating the multi-faceted machine—sculptures that interact in their uniquely designed environments. At certain times during the exhibition the robots perform in sequence, creating an astonishing show whereby the robots communicate and react with each other.

Chico MacMurtrie was born in New Mexico and currently lives in New York. In the early 1990s he worked as a performance artist using interactive media. In 1994 he was Teaching Artist in Residence at the Chicago Art Institute. The same year he began work on an interactive outdoor sculpture, 'Urge to Stand', for the Yerba Buena Children's Place, now permanently on display in San Francisco. Since 1996 MacMurtrie has received many awards and grants from foundations and public bodies including The Warhol Foundation, The New York State Council and The California Arts Council Fellowship.

END

Further Information

Future Exhibitions:

Magnetic Vision	23 November 2006 – 7 January 2007
Luminaries & Visionaries	18 January – 11 March 2007

Kinetica Opening Hours:

Tuesday to Friday	11am – 6pm (Monday closed)
Saturdays and Sunday	10am – 6pm
Admission:	Free
Website:	www.kinetica-museum.org

Press Information

Kallaway (www.kallaway.co.uk)

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Kinetica media centre: <http://www.kallaway.co.uk/kinetica.htm>

General information:

Kinetica (www.kinetica-museum.org)

Charlotte Dillon,

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Kinetica Biographies:

Dianne Harris, Artistic 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. Dianne will source and curate the evolving collection for Kinetica and will be instrumental in inviting key workshop leaders, artists, curators, scientists, musicians, authors and philosophers to run programmes, forums and special exhibitions.

Tony Langford, 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.

Flora Fairbairn, Consultant, will source artists and collaborators for Kinetica. Amongst other projects she was London Director of Scope London 2004 and curated 'Young Masters' in collaboration with Art Fortnight in 2005. Flora is an art consultant and director of the recently opened Madder Rose Gallery.

Charlotte Dillon, Commercial Director, will oversee Kinetica's Sales & Marketing activities, business development and management.

Arts Council England

Arts Council England works to get more art to more people in more places. We develop and promote the arts across England, acting as an independent body at arm's length from government. Between 2006 and 2008, we will invest £1.1 billion of public money from government and the National Lottery in supporting the arts. This is the bedrock of support for the arts in England. We believe that the arts have the power to change lives and communities, and to create opportunities for people throughout the country.

Old Spitalfields Market

Old Spitalfields Market, or simply 'Spitalfields' as it is fondly known, is a world-famous East London destination. Standing on the fault line between pinstripe Liverpool Street, bohemian Brick Lane and Banglatown the market is at the heart of the East End. Home to a one off community of independent shops, stall holders and businesses it has secured its place at the forefront of interiors, design, fashion, food and the arts. It has been the site of a market since 1682 and the current building was opened in 1887.

The local creative community features a rich tapestry of artists, writers and designers including Tracey Emin, Jeanette Winterson, Chris Ofili, Gilbert & George - and their onetime apprentices the Chapman Brothers. The area has the highest density of artists in Europe.

For further information about Old Spitalfields Market please contact Seb & Fiona: seb@sebandfiona.com / fiona@sebandfiona.com / 020 7377 9868

SPONSORS

Ballymore Properties

The principal sponsor of Kinetica is Ballymore Properties Ltd (www.ballymore.co.uk), an Irish based international property development company, focused on financing and constructing large-scale projects throughout Europe. Ballymore recognises the importance of applying good architecture and design, innovation and sustainability in its properties. Ballymore also understands the increasing importance of culture as part of a successful place-making strategy.

In its Old Spitalfields Market development Ballymore recognises the value of this unique architectural history and its position as a dynamic cultural hub at the heart of a neighbourhood that is both historic and trendsetting. The Market and its environs represent an urban hub of innovation and creativity, responsible for drawing tens of thousands of domestic and international visitors to Spitalfield's unique and eclectic mix of traders, retailers and catering.

In support of the cultural diversity of the area, Ballymore has funded and supported a coordinated programme of sponsorships in the Spitalfields area including the Brick Lane Festival, a contribution to the Spitalfields Music Festival and its biggest cultural commitment to date, the Kinetica sponsorship.

Their support for this ambitious project, allied to the artistic merits of Kinetica, has been recognized by Arts Council England through a major award, confirming Ballymore's decision to bring this unique organisation to Old Spitalfields Market

Futurecity Arts: a network of expertise

Set up in 2000, Futurecity Arts has developed a specialist arts-led model of creative industry regeneration; our innovative approach has attracted attention from the property sector, which forms over 80% of our client base. As a result our cultural strategy work Futurecity Arts has secured £8,000,000 of private sector funding for the arts over the past 5 years.

We have developed innovative working relationships with the private sector and as a result the agency has become uniquely successful at involving a new audience in the wider context of contemporary culture. Many of our projects have substantial educational and community projects built into the proposals

Futurecity Arts' strength lies in its proven track record and close collaboration with artists, design teams, developers, and researchers, planning departments, education authorities, local communities and regeneration experts. We have a substantial archive/library of artists from around the world and our project managers cover a range of art forms and innovation, from new media to the physical/made form.

Our cultural strategies have led to a continuous series of public art initiatives including a new bridge commission in London for Thomas Heatherwick and a new technology project in Brussels for Langlands & Bell. Recent projects include the creation of contemporary art gallery sponsorships for the Royal Academy of Arts, the Chelsea School of Art Alumni and a new museum for kinetic art at Old Spitalfields Market

The range and breadth of our cultural work has helped to forge an extensive network of contacts in the art world from cultural organisations to galleries, policymakers, artists and informed individuals.

Other Sponsors of Kinetica include:

Manches Law Firm <<http://www.manches.com/>>

Hoxton Hotel <http://www.hoxtonhotels.com/>>

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