

## World Leading Artists Confirmed for Kinetica Art Fair 2011

- Highlights include: Sonic Installations ... Flight Simulators ... Animal Machine Hybrids ... NASA Star Dust ... Mechanical Skeletons -
- The Evolution of Consciousness Explored in Feature Exhibition -

The Kinetica Art Fair 2011 ([www.kinetica-artfair.com](http://www.kinetica-artfair.com)) the UK's only art fair dedicated to kinetic, robotic, sound, light and time-based art featuring new and ground breaking work, will take place from 3 - 6 February 2011 at the Ambika P3 space in London. The feature exhibition focuses on the Evolution of Consciousness and will explore the progression of the human body, brain, mind and consciousness in reference to our place in the universe.

Highlights announced to date include (images attached):

- **Ioannis Michalous** who creates sculptures made from material used by N.A.S.A. to collect star dust, made from 99% air and 1% glass.
- **Interactive Agents** will be exhibiting the Heliosonic Resonator, a sound installations using sonic materials from the sun.
- **Carlo Bernardini's** light installations which create illusionary dimensions defying physical walls of space.
- **Jim Bond's** work features fragile mechanical skeletons and hybrid electronic moving pieces.
- **BasedonAir** have created a life-size interactive flight simulator.

A full list of exhibitors to be announced soon.

An art fair like no other, the Kinetica Art Fair 2011 will feature both existing works and new pieces created especially for the Fair including art that has a life of its own, talks, workshops, performances and more. Over 35 galleries and organisations specialising in kinetic, electronic and new media art are taking part and over 150 artists exhibiting. Tickets start at £10. Work ranges in price from £200 - £35,000. The second annual Kinetica Art Fair in 2010, run by Kinetica Museum, attracted over 10,000 people with

work sold to visitors, collectors and galleries around the world.

### **Kinetica Art Fair 2011 Feature Exhibition - The Evolution of Consciousness**

The Kinetica feature exhibition will explore the evolution of the human body, brain, mind and consciousness in reference to our place in the universe, where we are at this time, and what it means to be human. The works exhibited aim to increase awareness to the evolution of us as a species and expose various dimensions in our quest to further human potential. The multi-disciplinary works will be representative of: matter, waveform, space, time, gravity, spirituality / religion, harmonics, destruction, genetic engineering, modification, behaviour and relationships.

Alongside the fair and to compliment the Feature Exhibition there will be a daily events programme of performances, talks, presentations and workshops entitled 'Body, Brain and Consciousness' which will explore how new and ancient ideas, tools and technology can interact with and extend the capacities of the human body and the brain, and how the effect of these may impact on the evolution of human consciousness.

Kinetic art is art that has a life of its own. Pioneered by world famous artists including **Maholy Nagy, Jean Tinguely, Marcel Duchamp** and **Alexander Calder** during the 1900s, modern contemporary kinetic and electronic artworks utilise and warp technology itself, to explore, nurture and comment on our evolutionary processes and challenge scientific and universal exploration.

### **EVENT DETAILS**

Kinetica Art Fair 2011: Thursday 3 February - Sunday 6 February

#### **Location**

Ambika P3, 35 Marylebone Rd (opposite Baker Street Tube), London, NW1. Ambika P3 is London's multi-disciplinary art space. A 14,000sq ft former concrete testing facility.

#### **Ticket prices:**

**Art fair** only: £12 / £10 conc

**Day Ticket** (includes fair, talks and performances): £15 / £12 conc

**VIP launch ticket** (limited availability): £25

**Public opening times:**

2 Feb. Collectors Only Private View. 6pm – 8pm

3 Feb. 9am - 1pm Press Launch

3 Feb. Private View Launch. 6.00pm - 9.30pm

4 Feb. 10am - 8pm

5 Feb. 10am - 9pm

6 Feb. 11am - 6pm

**Further information:** [www.kinetica-artfair.com](http://www.kinetica-artfair.com)

**Exhibitors and artists include:**

Tim Lewis, Interactive Agents, BailyBots, GV Art London, Patrick Heide Gallery, Ga Young Jun, Alex Posada, Carlo Bernardini, Ray Lee, Gregory Barsamian, Jim Bond, Michalous & Sarantopoulou, the Trope Troupe, Cabaret Mechanical Theatre, Cinimod Studio, Tengiz Sepiashvili, Jerzy Kediora, Arthertz, David Cranmer, Basedonair Productions, Tomomi Sayuda, Peter Pritchard, Tanja Vujinovic / Ultramono, Tine Bech, Middlesex University, Thames Valley University, Davide Anghelddu, Kristoffer Myskja and Kinetica Museum.

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**Press Preview**

Thursday 3rd February, 9.00am - 1pm. **Dianne Harris**, Art Director / Curator, Kinetica Museum; **Tony Langford**, Managing Director, Kinetica Museum and exhibiting artists will be available for interviews. Places for the preview must be booked with Kallaway in advance. Contact Eliz Helvacioğlu at Kallaway on 020 7221 7883 or email [eliz.helvacioğlu@kallaway.com](mailto:eliz.helvacioğlu@kallaway.com)

**Press information:**

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**Notes to Editors**

**About Kinetica** ([www.kinetica-museum.org](http://www.kinetica-museum.org))

With the fast increasing advancement and development of a scientific and technological culture, it is only natural that many contemporary artists have crossed the plateau from 'fine art disciplines' into 'multi-disciplinary new media' with artworks that utilise and warp technology itself, to explore, nurture and comment on our evolutionary processes. Emerging from a cultural need to show-case and provide a platform for contemporary artists working in these new media, as well as to re-present significant pieces from our recent past, 'Kinetica' focuses on work that essentially makes suggestions and contributions towards human evolution including alternative insight and reaction to scientific and universal exploration.

**About Ambika P3** (<http://www.p3exhibitions.com/>)

Ambika P3, formerly known as P3, is a 14,000 square foot triple height subterranean space in central London, converted from the vast former concrete construction hall for the University of Westminster's School of Engineering. Built in the 1960s, its dramatic and impressive scale and its many retained industrial features offer a unprecedented environment for the exhibition of multi-disciplinary and performative art. It is located below ground opposite Baker Street Tube Station on Marylebone Road.

**About The ARC Show** ([www.thearcshow.com](http://www.thearcshow.com))

Three installations from Kinetica Art Fair will be previewed exclusively at The ARC Show 2011. The ARC Show is the UK's only event dedicated to showing the latest architectural lighting products. The event will take place from 12-13 January 2011 at the Business Design Centre, London. Contact Lucy Cheeseman for more information: +44 (0)20 7921 8442 / [lucy.cheeseman@ubm.com](mailto:lucy.cheeseman@ubm.com)

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