

For Immediate Release

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**DigitalForum:
A New Series Dedicated to the Art of Video
Launches Outdoors in Pasadena
With "Video Masters: Classics from the 70s."**

PASADENA, Calif., (February 2006) — The Armory Center for the Arts is pleased to announce the launch of DigitalForum, a program that focuses on presenting, preserving and expanding the field of video art as creative expression. DigitalForum is the first outdoor public venue in the country dedicated to continuous screenings of video art. Beginning March 10, 2006, a programmed selection of art videos will be projected nightly on a cinema-sized screen outdoors in the Courtyard at One Colorado, in the urban center of Pasadena. The Courtyard is situated just north of Colorado Boulevard between Fair Oaks and Delacey. All presentations will be free and open to the public.

The program is also designed to integrate with the Armory's education programs and introduce Los Angeles-area high school and college art students to the finest examples of the medium.

DigitalForum's inaugural video series focuses on the early days of the art form (screening schedule is below) with future presentations devoted to contemporary video by established and emerging artists working in analog and digital formats.

Video art had its beginnings in the 1960s, with the introduction of the Sony Porta Pak, a handheld camera that made videotaping affordable, mobile and widely available. By working with this new technology, a new generation of artists gained recognition in a medium that had, until then, remained in the realm of television broadcasting. Video innovators explored visual ideas, elaborated new themes and experimented with new forms of expression. As a consequence, video art permanently altered contemporary visual culture and has continued to influence mainstream and independent film, advertising and music videos. Many of these video innovators achieved international

recognition and have established themselves as leading artists of the late 20th century through to the present.

DigitalForum launches its program with a three-month presentation, *Video Masters: Classics from the 70s*, featuring historically important works by internationally known artists and forerunners of the medium. *Video Masters* features California artists Eleanor Antin, John Baldessari, Chris Burden, Joel Glassman, Bruce Nauman, Bill Viola, and William Wegman. Works in this opening presentation, although influential, and collected by museums around the world, are rarely shown in public. Videos will screen every day from dusk until 11 p.m., rotating nightly throughout the week, from March 10 through June 25, 2006. Please consult the online schedule at www.armoryarts.org or www.onecolorado.net, or by visiting the Courtyard.

The works included in *Video Masters* capture many of the artistic concerns of the 1970s. **Eleanor Antin** used photography and video to document her art installations and performances, often exploring feminist themes. **John Baldessari** is known for transforming painting and photography into art that comments on their conceptual underpinnings. **Chris Burden's** early art performances and installations were among the first to use the human body as the work of art. **Joel Glassman** was one of the earliest Northern California artists to create multi-media installations. **Bruce Nauman's** work extends the role of sculpture beyond filling space and comments on the strangeness of words and their multiple meanings and peculiar relationships to each other. **Bill Viola** was one of the great innovators in video, both as monitor-based art and as a component in elaborate multi-media installations. And **William Wegman** brought the forms of pop-culture situation comedy into the area of artists' video and photography.

The educational component of DigitalForum is the Armory's DigitalLab program. DigitalLab provides classes for middle and high school students in digital photography, video, animation, and more. DigitalLab classes will culminate in a public presentation of student work as part of DigitalForum.

At the conclusion of *Video Masters*, DigitalForum will continue in July with a presentation of work by a single artist through September 1. *On Fridays and Saturdays in July, the program will be temporarily interrupted by the One Colorado Film Festival.*

Screening Schedule:

The following sequence will repeat daily from dusk to 11 p.m. through June 25.

Bruce Nauman, *Dance or Exercise on the Perimeter of a Square* (1967-1968)

(Run time: 10:00)

John Baldessari, *I Will Not Make Any More Boring Art* (1971) (Run time: 32:21)

Chris Burden, *Bed Piece* (1972) (Run time: 3:00)

William Wegman, *Selected Works: Reel 4* (1973-74) (Run time: 20:57)

Eleanor Antin, *Caught in the Act* (1975) (Run time: 36:00)

Joel Glassman, *Rolling* (c. 1975) (Run time: 8:48)

Bill Viola, *The Reflecting Pool* (1977-79) (Run time: 10:00)

ORGANIZERS & PARTICIPATING INSTITUTIONS

Armory Center for the Arts

The Armory Center for the Arts' mission is to offer innovative approaches to creating, exploring, and presenting the visual arts. In addition to providing an outlet for contemporary art exhibitions and performances, the Armory offers studio art classes and a variety of educational outreach programs to schools and in the community. The Armory has been a leader in the field of art education since 1947 when it began as the education department of the Pasadena Art Museum. When the museum closed in 1974, the education program became the Pasadena Art Workshops, today known as the Armory Center for the Arts. For more information about the Armory visit www.armoryarts.org.

Armory Center at One Colorado

The Armory Center for the Arts, through a partnership with One Colorado, promotes the integration of art and public space to provide innovative and exciting art encounters to a broad audience. Since 2001, the Armory's partnership with One Colorado has demonstrated the value of public art to the broadest possible audience in one of Southern California's most vital art centers.

One Colorado

One Colorado is an outdoor shopping, dining and cultural destination that spans one city block in the heart of Old Pasadena. This award-winning property unites the authentic urban environment of 17 historic buildings with 40 contemporary fashion and dining attractions such as Armani A/X, Il Fornaio and Crate and Barrel Home, as well as Laemmle One Colorado Cinemas. Opened with much success in 1992, One Colorado is a pioneering development in the rebirth of Old Pasadena, and continues to set the standard for urban mixed-use properties throughout the country as well as the integration of art into public space. For more information about One Colorado visit www.onecolorado.net.

DigitalForum is made possible by the generosity of One Colorado. Additional support is provided by the Los Angeles County Arts Commission, the City of Pasadena Arts & Culture Commission, and The Wallace Foundation.

VIDEO STILLS FOR PUBLICATION ARE AVAILABLE ON REQUEST BY CONTACTING SOPHIA BICOS, (626) 792-5101 x 134, OR sbicos@armoryarts.org