"Being Before" Installation /Creative Work

Background

Being Before explores traces of pre-existing objects, experiences and ways of ordering the world. Two multimedia installations explore issues of physical presence and simulated reality, classification and perception, authenticity and mediation.

Referencing details from the computer graphical interface Ian Gwilt's *Scrolling_heaven* extracts metaphors from digital environments, taking them back into the physical world in the form of digital prints, video and rapid prototype models. Away from the usual intimacy of the computer screen changes in scale and media question boundaries and reference points.

Aaron Fry, Sally McLaughlin and Taylor Davis *Real* exploits the digital medium to assemble visual reference points: smoke stacks on the outskirts of a city, a fragment of a floral arrangement, the canopy of a palm tree. As sequences of images unfold shifts between readings such as nature as technology, nature as possession, and nature as symbol are invoked.

http://www.utsgallery.uts.edu.au/gallery/past/2004/being_0804.html
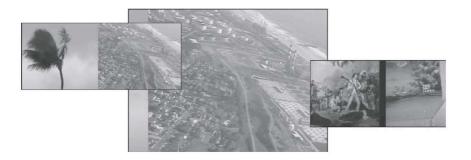
Contribution / Significance

The Being before show raises issues around notions of reality, the real and the virtual and the role that Visual Communication languages, both computer based and analogue paly in the framing of these understandings. As such the *Being Before* show is intended to act as a talking point for University students, academics and the art going public around the issues.

SUPPORTING EVIDENCE

Press release:

PRESS RELEASE

UNIVERSITY OF
TECHNOLOGY SYDNEY

UTS: GALLERY

UTS GALLERY	L4 702 Harris Street Ultimo NSW 2007 www.utsgallery.uts.edu.au
DATES	26 July - 20 August 2004 Tues - Fri 12pm - 6pm Admission FREE
MEDIA	Tara D'cruz-Noble tara.dcruz-noble@uts.edu.au 02 9514 1652

Being Before

Two multimedia installations
Real by Sally McLaughlin, Aaron Fry & Taylor Davis
Scrollingheaven by Ian Gwilt

Being Before explores traces in the present of pre-existing objects, experiences and ways of ordering the world. Two multimedia installations explore issues of physical presence and simulated reality, classification and perception, authenticity and mediation through the medium of sculpture, print, video and digital projections.

Referencing details from the computer graphical interface Ian Gwilt's *Scrolling Heaven* extracts real world metaphors from digital environments taking them back into the physical world in the form of digital prints, video simulation and a rapid prototype model. Away from the usual intimacy of the computer screen and viewed out of context, the dramatic change in scale and location (onscreen computer to gallery wall) blurs boundaries and reference points, moving towards a seamless self-referential loop.

Real is a collaboration between artists Sally McLaughlin, Aaron Fry and Taylor Davis. *Real* exploits the generative potential of the digital medium to assemble and reassemble visual reference points: smoke stacks on the outskirts of a city, a fragment of a floral arrangement depicted on a postcard, the canopy of a palm tree. Freed from their original context the images are classified according to categories that arise from our embodied understanding of the world. As sequences of images unfold shifts between readings such as nature as technology, nature as possession, and nature as symbol are invoked. Davis' 'viewing platforms' engage the space occupied by the viewer. The forms are completed through the presence of a viewing participant.

Supported by UTS Faculty of Design, Architecture & Building

Top: Real 2001, 2004 Sally McLaughlin, Aaron Fry & Taylor Davis,
digital projections, pine, silver lame, sand
Bottom: Ian Gwilt, *Scrollingheaven* 2002, video animation stills

IMAGES OF EXHIBITION / WORK

Scrolling_heaven