

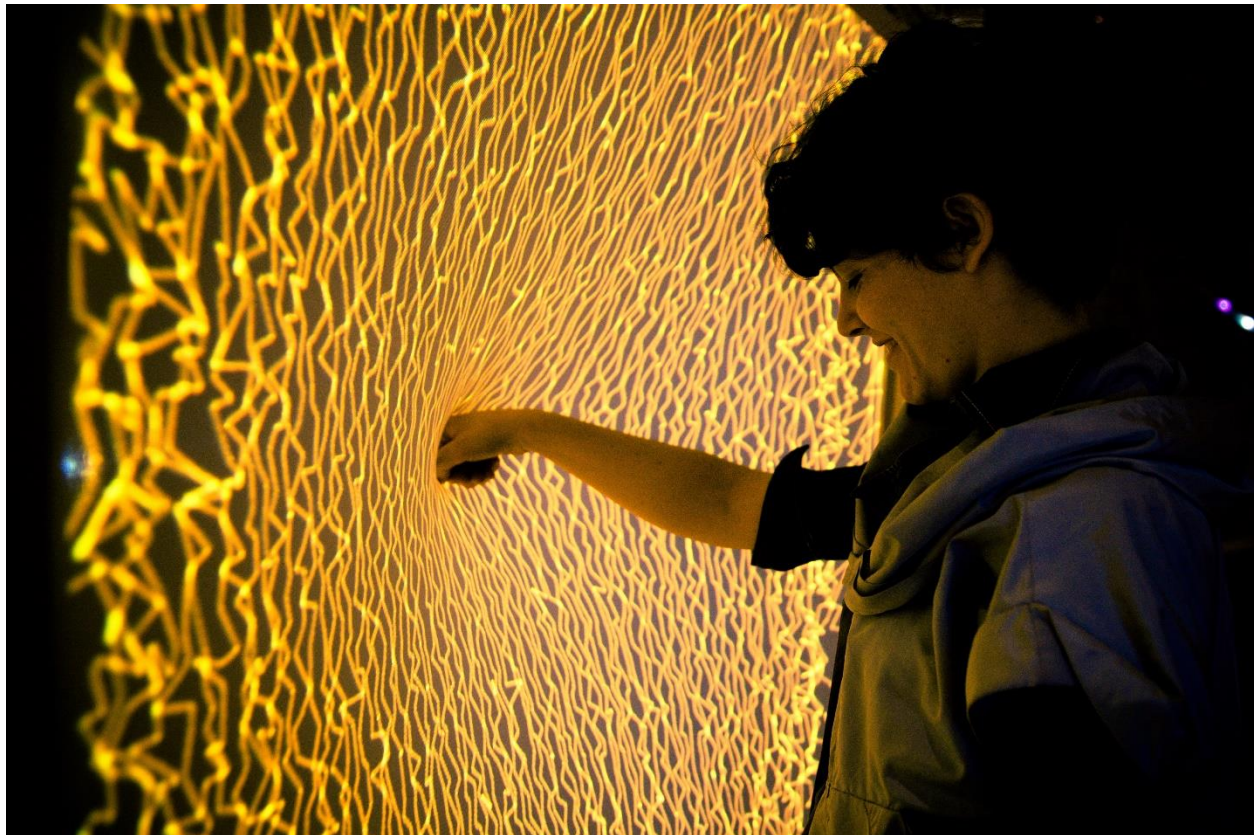
arts news release

scottsdale museum of contemporary art

Tuesday, April 23, 2019

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Scottsdale Museum of Contemporary Art Announces Interactive Exhibition



MIZARU has several different audio/visual interactive modes to experience and play with.

SCOTTSDALE, Arizona – As Scottsdale Museum of Contemporary Art (SMoCA) celebrates its 20th anniversary year, the Museum looks ahead with an exhibition featuring cutting-edge

technology that speaks to SMOCA's history of pushing the boundaries of what art can be. A summer opening celebration will be held at 7 p.m. on Friday, June 7, with free admission for the public to preview the galleries and mix and mingle with curators, artists and the community.

Mutual Reality: Art on the Edge of Technology

June 8 – October 6, 2019

In the 21st century, each of us—often unknowingly—leaves a digital footprint in everything we do from texting to a simple internet search. This exhibition presents the multiple ways in which we, as users, interact with an artwork and the response or output the artwork provides in return. These interactions are meant to get the viewer thinking not only about the traces we leave behind, but the effects we have on technology. In this important moment in time, humans and technology are evolving together and interactive art exemplifies this relationship. This intimate level of engagement with an artwork opens the opportunity to shift the viewer's perspective on the meaning and boundaries of art itself.

The work of pioneering artists in the field of interactive digital art will be on view alongside emerging artists on the cutting edge of technology and art, including work by a local artist using virtual reality. The nine artists included in the exhibition are: Ernest Edmonds, Rafael Lozano-Hemmer, Marpi, Aakash Nihalani, Mimi Onuoha, Purring Tiger (Aaron Sherwood and Kiori Kawai), Daniel Rozin, and Tiffany Trenda.

"'Mutual Reality: Art on the Edge of Technology' is meant to spark thought about how we as humans effect technology and leave our imprint on it. My hope is that people will begin to view technology beyond something that is sterile or flashy and recognize that it can be used by artists as a vehicle for creative human expression," Julie Ganas, curator of programming said.

Organized by Scottsdale Museum of Contemporary Art. Curated by Curator of Programming Julie Ganas.

Related Programming

All events take place in SMOCA Lounge unless noted otherwise. Free events at SMOCA fill quickly and are first come, first served; early arrival is encouraged. Visit SMoCA.org to RSVP and purchase tickets.

Summer Opening Party

Friday, June 7, 7–9 p.m.

Join us to celebrate another season of new exhibitions at SMOCA! Chat with curators, mingle with artists and explore the exhibitions. Cash bar.

Artist Talk: Aakash Nihalani and Daniel Rozin

Thursday, June 6, 7 p.m.

Artists Aakash Nihalani and Daniel Rozin team up to talk about their work in the exhibition “Mutual Reality: Art on the Edge of Technology.” Guests will get a sneak peek of Nihalani’s new artwork inside SMOCA Lounge before it’s revealed to the public.

SCOTTSDALE ARTS

Through its partnership with the City of Scottsdale, the nonprofit Scottsdale Arts (formerly known as Scottsdale Cultural Council) creates diverse, inspired arts experiences and educational opportunities that foster active, lifelong community engagement with the arts. Since its founding in 1987, Scottsdale Arts has grown into a regionally and nationally significant, multi-disciplinary arts organization offering an exceptional variety of programs through four acclaimed branches — Scottsdale Center for the Performing Arts, Scottsdale Museum of Contemporary Art (SMoCA), Scottsdale Public Art and Scottsdale Arts Education & Outreach — serving more than 400,000 participants annually.

SCOTTSDALE MUSEUM OF CONTEMPORARY ART

Founded in 1999, Scottsdale Museum of Contemporary Art (SMoCA) explores the best of contemporary art, architecture and design. Global in its focus, the Museum is a unique and vital cultural resource for the Southwest, serving local audiences as well as visitors from the United States and abroad. Designed by award-winning architect Will Bruder, SMOCA’s minimalist building (an ingenious renovation of a former movie theater) has four galleries for showcasing changing exhibitions and works from the Museum’s collection, along with SMOCA Lounge, a living, functional art installation and space for community engagement. The Museum presents a wide variety of educational programs and special events for adults and families, including lectures, readings, performances, docent-led tours, workshops and classes. SMOCA also features an outdoor sculpture garden housing James Turrell’s “Knight Rise,” one of the renowned artist’s public skyspaces, and “Scrim Wall,” a monumental curtain of translucent glass panels by James Carpenter Design Associates. The Museum’s retail store, Shop@SMoCA, offers classic design objects and furnishings, contemporary jewelry, art and architecture books, and imaginative gifts for all occasions.

VISITOR INFORMATION

Scottsdale Museum of Contemporary Art
7374 E. Second St., Scottsdale, Arizona 85251
www.SMoCA.org
480-874-4666
SMoCA@ScottsdaleArts.org

HOURS AND ADMISSION

Tuesday – Wednesday, 11 a.m. – 5 p.m.
Thursday – Saturday, 11 a.m. – 8 p.m.
Sunday, noon – 5 p.m.

Closed Mondays and major holidays

Admission: \$10 adults, \$7 students, seniors (65+) and veterans; free for members and children

under 15

Free on Thursdays and every second Saturday of the month

MEDIA: For interviews, digital images or additional information, please contact:

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