



Sundance 2013 – New Frontier



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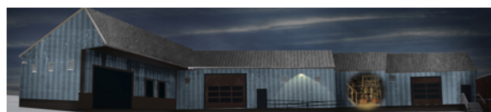
While in Utah for the recent Sundance Film Festival, Christine Westwood visited New Frontier, a social and creative space showcasing media installations, multimedia performances, transmedia experiences and panel discussions.

“This is not art at Sundance, this is expanding cinema culture,” announces curator Shari Frilot at the press opening for digital media expo [New Frontier \(http://www.sundance.org/festival/festival-program/new-frontier/\)](http://www.sundance.org/festival/festival-program/new-frontier/). “We are

really glad we got in the game of digital art and film early (2006) because things are happening so fast and we feel like we’re here right on time ready for our close up.”

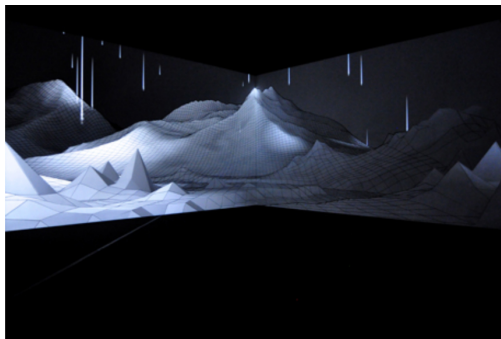
The Sundance Film Festival has always been a promoter of new digital media, believing its inclusion at the Film Festival creates a platform for discussion between artists and filmmakers alike. The ultimate focus on everything selected for the festival is on thought-provoking story-telling, whatever the media.

“The show itself is called [The Pixelated Pavilion](#) and the idea of the show stems from this idea that we are full on into this digital revolution but for so much of it we are tethered by one screen, we spend so much time developing our digital realities, engaging our brains, fingertips and eyes while the rest of our bodies are kind of left behind. This show is meant to stimulate the idea, what if we could engage with the digital frontier of media and cinematic story-telling and bring the entire body along? The seven immersive media works in this show engage the viewer more entirely than usual film and digital media and in various ways.”



‘What’s he building in there?’ by Klip Collective

The ‘New Frontier’ exhibits its multi-media installations at The Yard, a single story building divided into exhibition spaces. If you visit after dusk, the first sight that hits you is a 3D mapping projection called *‘What’s he building in there?’* (title inspired by the Tom Waits song) that makes for spectacular viewing as you wrap up in blankets and drink hot toddies against the ice and snow of a Park City night. The site-specific narrative takes over the entire front of the New Frontier venue and turns the exterior into a 60-minute film about a man who is building a machine and battling his demons. The creators are the Philadelphia-based crew of musicians, artists, filmmakers and photographers called the Klip Collective.



Eyjafallajokull by Joanie Lemerrier

Stepping inside, the first installation is *Eyjafallajokull* inspired by the devastating eruption of the Icelandic volcano of the same name. AV artist Joanie Lemerrier became so obsessed with the footage he saw, he developed a 3D installation, incorporating projected light, painting and sound to create an abstract narrative of the event. Lemerrier started out as a graphic designer then began experimenting with projection and 3D objects.



Cityscape 2095 by AntiVJ(same group that Lemerrier belongs to). Project headed by Legoman (Yannick Jacquet) with Swiss illustrator Marc Ferrario (Mandril) and sound technician Thomas Vaquie

From the base of a volcano, the New Frontier expo takes us to an observatory deck viewpoint over a futuristic city in *Cityscape 2095*. The beautifully detailed drawn and painted landscape incorporates city buildings from all around the world, a comment on the continual homogenisation of our global cities. Layers of projected light simulate a 24-hour cycle in a six minute loop. The work is by the same group (AntiVJ) that Lemerrier belongs to, though this project was headed by Belgian artist Legoman (Yannick Jacquet) with Swiss illustrator Marc Ferrario (Mandril) and sound technician Thomas Vaquie.



Pulse Index by Rafael Lozano-Hemmer

As the viewer walks into *Pulse Index* they are invited to place their finger in a sensor that captures their fingerprint and heartbeat. The print is projected on a floor to ceiling screens then travels around the room, glowing and pulsing at the rate of each individual heartbeat, diminishing as each new fingerprint is added. The work is by veteran digital artist Rafael Lozano-Hemmer, using a digital microscope, pulsimeter, projectors, computers and custom-made hardware and software.

Rap artist Yung Jake roams the lounge of *Pulse Index* with his Net Art, appearing in augmented reality on Twitter, YouTube, Tumblr, and Instagram in his HTML5 music video, *Em-bed.de/d*. The exhibition program says, 'This rapper drops unexpectedly into your browser sessions, streams into Festival screenings, and pops out of walls and magazines in... » (http://filmguide.sundance.org/film/130004/em-bedded_and_augmented_real) augmented-reality music videos'.



Coral : Rekindling Venus by Lynette Wallworth

From skyscrapers and volcanoes to deep ocean, Australian artist Lynette Wallworth's *Coral : Rekindling Venus* is a full dome projection set up to be viewed simultaneously in 12 planetariums around the U.S for the duration of the Festival. The audience lies on bean bags, looking up at the hypnotic, gorgeous forms of coral, many endangered, in an immersive 45 minute screening.



North of South, West of East by Meredith Danluck

The last room of the expo features *North of South, West of East*, a four-channel character driven film shown in wrap-around screening. The filmmaker, Meredith Danluck, says she got the idea while sick and confined to the couch, watching endless hours of daytime soaps. Each screen follows one character, sometimes interacting with characters from the other screens, as viewers sit in swivel chairs, tracking the narratives around the walls to, as Meredith explains, 'no particular resolution.'

Described as 'an experiment in Festival presentation', 'New Frontier' brings media installations, multimedia performances, transmedia experiences and panel discussions, enriching the film-going event and expanding our minds to more diverse ways of meeting and utilising digital media for our own creative purposes. If you can't make it to Park City, you can still get a taste of cutting edge digital media from the artists websites below.