

## **e-ARTS BEYOND**

Shanghai International Gallery Exhibition of Media Art 2009

e-Arts Beyond is a new platform for showcasing and promoting the most current trends in global media art production and a new destination for adventurous minds that aims to cultivate a marketplace for this unique and vibrant contemporary aesthetic experience.

e-Arts Beyond is a project of eARTS Shanghai which is funded by the Shanghai Cultural Development Foundation under the joint supervision of the Shanghai World Expo 2010 Coordination Bureau and the Shanghai Municipal Administration of Culture, Radio, Film and TV, among other government agencies. eARTS Shanghai stages the citywide eARTS Festival celebrating electronic and digital art and culture in the form of exhibitions, performances, public events, workshops and symposia that welcome millions of local and international enthusiasts and has garnered critical acclaim since its launch in 2007.

eArts Festival has established a tour de force reputation among the many media art festivals worldwide with its unique position amidst a fast developing cultural and financial mega-metropolis giving it a particular advantage in pioneering new frontiers and possibilities that promise global repercussions.

e-Arts Beyond is another bold gesture to embrace the cutting-edge and thought provoking, yet under-represented, artistic endeavors in the contemporary art market, to raise awareness of media art's role in contemporary cultural discourse and its historical importance for collection and distribution in the gallery system, aiming to create a new ecology within an institutional framework for the recognition and preservation of an art form which reflects the very pulse of contemporary society characterized by the ubiquitous penetration of media and communications technologies.

e-Arts Beyond will inaugurate its first edition with an international gallery invitational exhibition titled "base target=new", which borrows a basic but seldom used HTML tag as a metaphor, annotating a technical concept in which any hyperlink triggered by a click in a master page will beget a child window to load newly queried content. It symbolizes a new horizon of artistic propositions and strategies inspired by and created using new technologies and various media devices, arising out of the common ground of contemporary art practice, yet offering fresh perspectives and possibilities. "base target=new" is a highly select, invitation only exhibition presenting pioneering galleries in placing (new) media art at the forefront of the contemporary art landscape. On view will be seminal and recent works representative of a wide gamut of artistic positions and voices with media-specific formal approaches by an array of established artists and emerging talents.

The exhibition will be situated in the spectacular Oriental Pearl Television Tower, one of the tallest structures in the world and an iconic landmark signifying a forward-looking, modern Shanghai.

Along with the exhibition, an expert forum organized by eARTS Shanghai and supported by CHRISTIE'S will convene in the adjacent Shanghai International Conference Center, another landmark in the city. The forum will bring together media art professionals, artists, dealers and collectors to engage in discussions about the positioning, evaluation, collection and distribution of media art in the context of the art marketplace.

The exhibition will open its doors on September 12, 2009, parallel to the opening of the Shanghai Contemporary Art Fair, one of the largest art fairs in Asia. During which time, a large number of international and local visitors will have the opportunity to attend both events and participate in various social functions.

In the opening days of the exhibition, the organizer will arrange networking opportunities to bring like-minded dealers, collectors and corporate interests together. The exhibition will continue to be on display until October 5, 2009 to be a component of the annual eARTS Festival, which takes place from October 1 to October 5, 2009.

The Exhibition and Forum are curated by Zhang Ga, artistic director of eARTS Beyond. Prof. Zhang is also Consulting Curator of Media Art for the National Art Museum of China, Professor of Academy of Arts and Design of Tsinghua University, Visiting Scientist at MIT Media Lab. Most recently, he was Artistic Director / Curator of "Synthetic Times: International New Media Art Exhibition" a Beijing Olympics Cultural Project organized by the National Art Museum of China. <http://www.mediartchina.org>

## **FINE PRINT**

Exhibition: Organized by Shanghai eARTS Festival

- Venue: The first sphere of the Oriental Pearl Television Tower, 78 meters above ground, 1200 square meters of gallery space
- Preview: September 11, 2009
- Dates: September 12 – October 5, 2009

International Expert Forum: organized by Shanghai eARTS Festival and supported by CHRISTIE'S

- Venue: Shanghai International Convention Center
- Date: 1:30 pm – 7:30pm, September 11, 2009

Gala Event

- Venue: Cruise ship on the Huangpu River
- Date: 8:30pm, September 11, 2009

Fees:

- Exhibition fee is exempt for the inaugural edition of 2009, courtesy of Shanghai eARTS Festival
- Travel and hotel expenses: To be borne by the participating gallery
- Transportation of art works: To be subsidized by Shanghai eARTS Festival

Sales of the exhibits

- All exhibited art works are subject to sale. Shanghai eARTS Festival may retain a percentage of sales of works during the exhibition

## **CONTACT INFORMATION**

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**e-ARTS BEYOND, SHANGHAI INTERNATIONAL GALLERY EXHIBITION OF MEDIA ART**

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## THE ORIENTAL PEARL TELEVISION TOWER

