

# MUSEUM OF THE MOVING IMAGE

FOR IMMEDIATE RELEASE

## MUSEUM OF THE MOVING IMAGE COMMISSIONS SIX ARTISTS TO CREATE ANIMATED GIFS FOR SECOND ELEVATOR INSTALLATION SERIES

The installation series, *The Situation Room*, opens with the work of Queens-based artist **Carlos Alfonzo Sanchez**

**November 8, 2019–November 20, 2020**

**Wednesday, November 13, 6:00–8:00 p.m. Artist Talk and Opening Reception**

Astoria, New York, October 31, 2019—For the second time, Museum of the Moving Image will present the work of six artists who have been commissioned to create a series of animated GIFs that will be on view in its visitor elevator. Organized by independent curator Lindsay Howard, the new series of year-long site-specific installations is titled *The Situation Room* and will be on view from November 8, 2019 through November 20, 2020. The collected works explore the relationship between public and private information, disembodied presence, critical engineering, pranksterism, ambiguous identities, and online user culture. Participating artists are **Carlos Alfonzo Sanchez, Sam Rolfes, Heather Phillipson, Borna Sammak, Molly Soda, and Eva and Franco Mattes**. Each work will be on view for two months.

Curator Lindsay Howard writes: “When John F. Kennedy created the Situation Room in the White House in 1961, it was because even the highest stations of command struggled to receive and interpret real-time audio, video, and text communications in times of crisis. Today, few of us can say we have trouble *receiving* information. Information abounds, but interpretation falters. The elevator at Museum of the Moving Image, with its eerie quiet and unreliable cell reception, provides a context to take in new animated GIFs by artists who imagine information and entertainment unfolding in new ways. They offer interpretation for our glut of information.”

The first work on view will be Carlos Alfonzo Sanchez's *lookit*. Sanchez is an artist and graphic designer based in Queens, New York. His multimedia artworks explore camp, authorship, and self-disclosure within the public/private borders of digital landscapes. Through the collage of CGI imagery and his own bedroom performances, he interrogates ego and sincerity through uncanny vignettes in search of new subjectivities for our digital avatars. This is his first museum exhibition.

**36-01 35 Avenue Astoria, NY 11106 718 777 6800 [movingimage.us](http://movingimage.us)**

*The Situation Room* is made possible by support from GIPHY Arts.

With the opening of each installation the commissioned GIFs will be added to the Museum's collection and will also be published on GIPHY.com.

The first edition of the commissioning series, *The GIF Elevator*, featured work by Mr. Div (Matt DiVito), Dain Fagerholm, Render Fruit (Clara Luzian), Lorna Mills, Paul Robertson, and Rafia Santana, and was on view from June 1, 2017 through March 24, 2019.

"We are pleased to partner with the Museum of the Moving Image to realize the second exhibition of *The GIF Elevator* series. *The Situation Room* offers a fresh take on the subject of information sharing, a topic that GIPHY—a company at the center of expressive messaging—is constantly thinking about. The visual messages that a GIF conveys when shared between devices and their persons is immediate and personal, much like the visitor experience in *The Situation Room*, which takes place in one of the museum's most intimate spaces," said Dani Newman, Director of Artist Partnerships at GIPHY.

From its inception in 1988, Museum of the Moving Image has presented innovative digital media works alongside more traditional moving-image media. In 2012, the Museum began presenting exhibitions and installations centered on GIFs as art and language while also exploring its role in popular culture on the Internet. These have included *We Tripped El Hadji Diouf: The Story of a Photoshop Thread* (initial presentation: June 15–October 14, 2012), *A Tribute to Heather*, an installation by Evan Roth (February 27–June 30, 2013), *The Reaction GIF: Moving Image as Gesture* (initial presentation: March 12–May 15, 2014), and *The New Genres: Video in the Internet Age* (April 27–September 2, 2018).

###

**Press contact:** Tomoko Kawamoto, [tkawamoto@movingimage.us](mailto:tkawamoto@movingimage.us) 718 777 6830

#### **About Lindsay Howard**

Lindsay Howard is an independent curator specializing in how the internet is shaping art and culture. She produced the 50th anniversary of the Experiments in Art and Technology program between Nokia Bell Labs and the New Museum. Previously, she served as the curator of the first and second digital art auctions at Phillips in New York and London, and as the Curatorial Fellow at Eyebeam (the leading art and technology center in the United States), and founded the exhibition program at 319 Scholes. Lindsay has served on juries for The Mozilla Foundation, The New School, and Eyebeam.

#### **About GIPHY Arts**

Founded in 2013, GIPHY Inc. is the first and largest GIF search engine that allows users to not

only search for their favorite GIFs, but to post, embed, share, and make their online interactions a little more moving. Every day, GIPHY serves 7+ billion GIFs to more than 500 million daily active users. GIPHY also maintains a curated directory of thousands of verified artists across creative disciplines and located all over the world. In 2016, GIPHY developed GIPHY Arts to explore GIFs as an artistic medium by directly commissioning artists, creating new distribution systems, and pioneering new technology. GIPHY Arts proudly funds the creation of thousands of new animated GIF works annually, implacably exploring new methods to experience the works in virtual, interactive, and physical spaces. Follow @giphyarts on Instagram, Twitter and Facebook for all the latest updates.

### **About Museum of the Moving Image**

**Museum of the Moving Image** ([movingimage.us](http://movingimage.us)) advances the understanding, enjoyment, and appreciation of the art, history, technique, and technology of film, television, and digital media. In its stunning facility—acclaimed for both its accessibility and bold design—the Museum presents exhibitions; screenings of significant works; discussion programs featuring actors, directors, craftspeople, and business leaders; and education programs which serve more than 50,000 students each year. The Museum also houses a significant collection of moving-image artifacts.

### **MUSEUM INFORMATION**

Hours: Wed–Thurs, 10:30 a.m.–5:00 p.m. Fri, 10:30 a.m.–8:00 p.m. Sat–Sun, 10:30 a.m.–6:00 p.m.

Museum Admission: \$15 adults; \$11 senior citizens (ages 65+) and students (ages 18+) with ID; \$9 youth (ages 3–17). Children under 3 and Museum members are admitted free. Admission to the galleries is free on Fridays, 4:00 to 8:00 p.m.

Free Friday Nights: free gallery admission every Friday, 4:00 to 8:00 p.m. presented by the Richmond Country Savings Foundation. Additionally, this program is supported, in part, by public funds from the New York City Department of Cultural Affairs.

Film Screenings: Fri, Sat, and Sun, and as scheduled. Unless otherwise noted, tickets: \$15 adults, \$11 students and seniors, \$9 youth (ages 3–17), free or discounted for Museum members (depending on level of membership). Advance purchase is available online. **New Release screenings are \$15** (discounted for Museum members, seniors, students, and youth)

Location: 36-01 35 Avenue (at 37 Street) in Astoria.

Subway: M or R to Steinway Street. N or W to 36 Ave or Broadway.

Program Information: Telephone: 718 777 6888; Website: [movingimage.us](http://movingimage.us)

Membership: <http://movingimage.us/support/membership> or 718 777 6877

Museum of the Moving Image is housed in a building owned by the City of New York and has received significant support from the following public agencies: New York City Department of Cultural Affairs; New York City Council; New York City Economic Development Corporation; New York State Council on the Arts with the support of Governor Andrew M. Cuomo and the New York State Legislature; Institute of Museum and Library Services; National Endowment for the Humanities; National Endowment for the Arts; and Natural Heritage Trust (administered by the New York State Office of Parks, Recreation and Historic Preservation). For more information, please visit [movingimage.us](http://movingimage.us).