FURTHERFIELD

Eduardo Kac, *Inner Telescope* in the cupola, International Space Station (2017)

Poetry for Animals, Machines and Aliens: The Art of Eduardo Kac

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Furtherfield Gallery, Finsbury Park, London
Saturday 7 April – Monday 28 May 2018
April: Sat – Sun, 11:00 – 17:00
May: 7 days a week, 11:00 – 17:00
Private View: Friday 6 April, 18:00 – 20:00

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In his first solo show in the UK, pioneering media artist Eduardo Kac puts poetry into space in entirely new ways.

One of the highlights of the exhibition is Kac's *Lagoogleglyph*, a work made for viewing from space. Covering a field in Finsbury Park it is optimised by Kac for viewing through satellite imagery and visible in Google Earth.

Poetry for Animals, Machines and Aliens will also feature the first London showing of Kac's space poem, *Inner*

Telescope, performed in 2017 on the International Space Station by the French astronaut Thomas Pesquet.

Eduardo Kac has been a pioneer in exploring the use of new technologies to create innovative poetic experiences, experimenting with a range of technologies since the 1980s including fax, photocopiers, LED screens, the French videotext service Minitel, holography, conductive ink, and a variety of digital and network technologies.

Kac has been at the forefront of the development of digital poetry and has published an influential guide to media poetry. The Furtherfield exhibition includes two of his early digital poems, *Accident* (1994), in which the poem is perceived as a dynamic infinite loop, and *Letter* (1996), which uses virtual reality markup language to create a textual spiral that the reader can explore and investigate from every conceivable angle.

Among Kac's most beautiful creations are his holopoems, which use holography to liberate the text of poems from the page. Readers of Kac's holopoems move around the poem and view it from different angles. The varying colours and shapes of the letters create a unique imaginative experience. Furtherfield's exhibition includes Kac's 1991 holopoem, *Adhuc*.
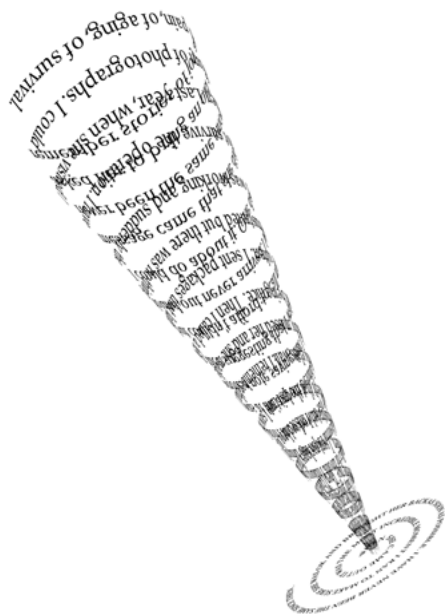
Eduardo Kac, *Letter* (1996)

Kac's exploration of new artistic experiences has led to him becoming a leading advocate of bioart, which explores the potential of biotechnology to generate innovative poetic and imaginative perspectives. Kac's most famous work is *GFP Bunny* (2000), in which he commissioned a laboratory to create an albino rabbit called Alba. Alba glowed fluorescent green when viewed under blue light.

Eduardo Kac, *Adhuc* (1991)

Alba was meant to live with Kac's family as a pet, but the laboratory refused to release her, and the loss of Alba

has haunted much of Kac's subsequent work. *The Alba Flag* (2001), which will hang outside Furtherfield Gallery during the exhibition, was made by Kac to hang outside his family home as a memento of Alba's absence.

Lagoogleglyph I (2009) Google Earth work composed of Lagoglyph installed on the roof of Oi Futuro Rio de Janeiro, Brazil

Kac's experiences with Alba prompted him to develop a wordless language incorporating rabbit images which he calls lagolyphs. The *Lagoogleglyph* painted in Finsbury Park is a large-scale version of one of these symbols, created specifically for this exhibition.

Eduardo Kac, *Inner Telescope* in the cupola, International Space Station (2017)

Poetry for Animals Machines and Aliens is one of the activities sponsored by the 'Digital Transformations' strategic theme of the Arts and Humanities Research Council, the largest funder of Arts and Humanities Research in the UK. It is curated by Professor Andrew Prescott of the University of Glasgow, Theme Leader Fellow for the 'Digital Transformations' theme. A compelling introduction to Eduardo Kac's unique art and poetry, *Poetry for Animals Machines and Aliens* highlights how sensorial experience permeates his writing and how his dynamic approach to language infuses his visual art.

ABOUT THE ARTIST

Eduardo Kac is internationally recognised for his telepresence and bio art. Kac's distinctive body of work has been featured in exhibitions in New York, Paris, Rio de Janeiro, Madrid, Shanghai, Tokyo and many other venues. His work is part of the permanent collection of the Victoria & Albert Museum, London, the Museum of Modern Art in New York, the Museum of Modern Art of Valencia, Spain, the ZKM Museum, Karlsruhe, Germany, Art Center Nabi, Seoul, and the Museum of Modern Art in Rio de Janeiro, among others. He has received the Golden Nica Award, the most prestigious award in the field of media arts and the highest prize awarded by Ars Electronica. This is his first solo exhibition in the United Kingdom. His work is documented at ekac.org.

EVENTS AND DISCUSSIONS

Let's Fill this Park with Rabbits!
Free family Workshops
Sat 7 April, Sun 22 April & Mon 7 May, 11am - 4.30pm
Furtherfield Gallery
Families and groups of all ages are invited to join artist Michael Szpakowski to design their own giant rabbits and draw them on Finsbury Park by walking your own rabbit route using GPS software. Just turn up on the day to book a place for your group - workshop places will be offered on a first-come first-served basis on each day. Groups and families can also just turn up on each day to join in with the fun and walk some bunny routes in the park.
FREE

Arts and Humanities Research Council Digital Transformations Workshops
Inspired by and building on the Kac exhibition, these workshops will draw together themes and issues which have emerged from the AHRC thematic research programmes including Translating Cultures, Science in Culture, Care for the Future and Connected Communities.

Digital Transformations and Community Engagement
18 April 2018, 10.30am - 4pm
Furtherfield Commons
How can we promote collaboration between communities and academic researchers? Do digital methods help create community engagement?
FREE | booking essential

Reconnecting Artistic Practice and Humanities Research
25 April 2018, 10.30am - 4pm
Furtherfield Commons
Can a renewed dialogue between humanities scholars and artistic practice provide innovative perspectives to confront current social and cultural challenges?
FREE | booking essential

Language and Diversity
8 May 2018, 10.30am - 4pm
Furtherfield Commons
Exploring the role of language and translation in promoting understanding and communication within, between, and across diverse cultures.
FREE | booking essential

Science in Culture
23 May 2018, 10.30am - 4pm
Furtherfield Commons
How can art engage with science and technology? And how can art explore the role of science in culture?
FREE | booking essential

Further Eduardo Kac exhibitions are being held in London during 2018 as part of the AHRC Digital Transformations theme. During June, the Horse Hospital, Colonnade, Bloomsbury, London WC1N 1JD, will host an exhibition called *…and the Bunny Goes Pop!*

This project is realised in collaboration with the Digital Transformations strategic theme of the Arts and Humanities Research Council, the UK's largest funder of advanced arts and humanities research.

FURTHERFIELD GALLERY

Furtherfield Gallery is located in the middle of Finsbury Park attracting large numbers of diverse visitors reflecting the Gallery's unusual location. Jenny Judova of Fad magazine picked Furtherfield Gallery as one of the top five galleries in London that show new media art and ArtSlant featured Furtherfield Gallery in 'The Best Non-Profit Art Spaces in London'.

McKenzie Pavilion, Finsbury Park
London N4 2NQ

T: +44 (0) 7737 002879
E: info@furtherfield.org
W: www.furtherfield.org

ABOUT FURTHERFIELD

Furtherfield is an internationally renowned arts organisation specialising in labs, exhibitions and debate for increased, diverse participation with emerging technologies. At Furtherfield Gallery and Furtherfield Lab in London's Finsbury Park, we engage more people with digital creativity, reaching across barriers through unique collaborations with international networks of artists, researchers and partners. Through art Furtherfield seeks new imaginative responses as digital culture changes the world and the way we live.

www.furtherfield.org

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