



BAMart: Outdoors presents *Moving the Still*, a festival of GIFs to be exhibited on BAM's digital signboard above Flatbush Avenue from April 1—June 30

Groundbreaking project examining GIFs as a new art form organized by Paddle8 and Tumblr comes to Brooklyn

Selection council members include Michael Stipe, Ryan Trecartin, Rodarte, James Frey, RoseLee Goldberg, Richard Phillips, Nicola Formichetti, and Inez & Vinoodh

March 11, 2013/Brooklyn, NY— Following its premiere in Miami during Art Basel Miami Beach, *Moving the Still*, the first large-scale exhibition showcasing GIFs as a new art form in both digital and real space upon its 25th anniversary, comes to BAM's giant digital screen on Flatbush Avenue beginning April 1 as the latest BAMart: Outdoors installment. *Moving the Still* is curated by online auction house Paddle8 and features works by nearly 50 artists, including GIFs selected from an international open call hosted by Tumblr, the world's leading social blogging platform. The exhibited GIFs were chosen from over 3,500 submissions received via the open call by a selection council comprising notable figures from various creative fields, including **James Frey, Michael Stipe, Nicola Formichetti, Richard Phillips, Rodarte, RoseLee Goldberg, Ryan Trecartin and Inez & Vinoodh**, and led by **Johnny Misheff** and Tumblr's Arts Evangelist, **Annie Werner**. The selected GIFs are exhibited alongside GIFs created by a host of invited artists and contributors, including **Aaron Young, Adam Dugas, Alex Da Corte, Analisa Teachworth, Anthony Antonellis, Bea Fremderman, Doron Sadja, Eric Fleischauer, Georgia, Jason Lazarus, Jeanette Hayes, Jim Drain, Jo Ratcliffe, Joe Kay, John Clang, Johnny Misheff, J-P Metsävainio, Korakrit Arunanondchai, Matthew Williams, Michael Zahn, Nathaniel Brown, Nick Knight, Nick Poe, Nicolas Fernandez, Rehtt LaRue, The Standard, Thomas Arsenault, Thomas Dozol** and **threeASFOUR**. The exhibition earned raves during Art Basel Miami Beach.

The GIF (Graphic Interchange Format) is one of the most recognized and beloved forms of digital media used today. Early iterations—from clip art to the ubiquitous waving American flag, to “Under Construction” banners to the dancing baby in diapers—were in heavy rotation on the Internet throughout the 90s. However the last few years have seen the GIF rise to a greater level of prominence and artists have taken to the medium with fervor, reflecting an Internet generation that utilizes GIFs in countless ways, from fan art to the ubiquitous meme. Perhaps more than any other medium, the GIF embraces diversity inherent in its simple functionality and an easy, fun implementation process.

Conveying a narrative within the span of seconds, each *Moving Still* work provides a starkly different experience—from introspective to humorous, from confrontational to shocking. One GIF created by fashion photographer duo Inez & Vinoodh shows a screaming Shalom Harlow

running from an office building onto a crowded street. Another GIF breathes life into a plant frond as it blossoms and shrivels. The animation can be astutely subtle or jarring.

The GIFs will be poised 12 feet above the bustling intersection of Brooklyn's Flatbush and Lafayette Avenues adjacent to the iconic BAM sign, and will appear every 15 minutes (1:00pm, 1:15pm, 1:30pm, etc.) for 1.5 minutes. Each rotation will include three GIFs displaying a total of 49 works on the 10'x12' high-resolution (16mm) digital screen.

Art journalist and cultivator Johnny Misheff served as chief council member working in close collaboration with the team of prominent figures from creative industries who each judged a specific category of submission.

"The time for officially celebrating the GIF is long overdue and we are thrilled to celebrate it in this unique and totally groundbreaking way," says Misheff. "When we began the process of outreach to prospective council members for their involvement in the project, the response was overwhelmingly enthusiastic. Everyone agrees that it is the perfect moment and platform to properly honor and exhibit the GIF, placing it in a larger artistic conversation. Our council and contributors went above and beyond what we could have imagined."

"After seeing the exhibition at Art Basel, I knew instantly that this totally new and fresh approach to showcasing art mirrored BAM's mission to bring adventurous art to our audience and community," says BAMart Curator David Harper. "The fact that we already had the technology in place and a highly visible platform made it a perfect addition to our BAMart: Outdoors program."

Selection council members:

Michael Stipe
Ryan Trecartin
Rodarte
James Frey
RoseLee Goldberg
Richard Phillips
Nicola Formichetti
Inez & Vinoodh

Some of the artists and contributors to BAMart's presentation of *Moving the Still* include Manuel Fernandez, Adam Dugas, Joe Kay, Ira Chernova, Alex da Corte, Vlad Lunin, Korakrit Arunanondchai, and Elliott Pohl.

BAMart is BAM's visual art program which oversees BAM's art exhibitions, artist commissions BAMart: Outdoors and BAM's Annual Silent Art Auction. BAMart has a rich history of partnering with visual artists, featuring seasonal artists on its BAMbill house program cover, onstage in performing arts collaborations, in exhibitions and site-specific installations in its various spaces, and through the publication of special limited-edition portfolios.

BAMart: Outdoors is an initiative aimed at enlivening the BAM Cultural District and its surrounding communities through the commission of exterior artworks from emerging and established artists. The BAM Cultural District is the vibrant multicultural area surrounding BAM, situated between Downtown Brooklyn and the historical residential neighborhood of Fort Greene. BAM attracts over 650,000 visitors and arts patrons every year and, with its rich arts community, is a nexus for the experimental and avant-garde. The district continues to grow as more theaters, music venues, and project spaces move into the area.

For press information contact Sarah Garvey, sgarvey@BAM.org, 718.724.8025.

About Paddle8:

Paddle8 is the auction house of the online world, supporting non-profits through benefit and themed auctions. Founded by Alexander Gilkes, an auctioneer and LVMH veteran, and Aditya Julka, a HBS MBA and serial entrepreneur, Paddle8 eases the sale and acquisition of art and collectibles via a fully virtual auction model, offering the lowest available commissions, no public sales records, and extended auction visibility and time-lines, enhanced by educational content, in addition to automated post-sale services.

About Tumblr:

Founded by David Karp in New York City in 2007, Tumblr is a social blogging platform that allows individuals to post and share anything effortlessly, including text, photos, quotes, links, audio and video. A top 10 US network, Tumblr now hosts over 98 million blogs, 44 billion posts, and 170 million unique visitors, according to Quantcast, fulfilling its mission as the premier publishing and distribution platform for creative individuals.

Credits

Leadership support for BAMart provided by the Jacques and Natasha Gelman Trust, Toby Devan Lewis, Agnes Gund, and Donald R. Mullen, Jr., with additional support provided by the Lily Auchincloss Foundation, Inc.

BAM thanks its many donors and sponsors, including: The Peter Jay Sharp Foundation, The Leona M. & Harry B. Helmsley Charitable Trust, Estate of Richard B. Fisher, The Shubert Foundation, Inc., The Norman & Rosita Winston Foundation, Inc., The Starr Foundation, Time Warner Inc., Carnegie Corporation of New York, JPMorgan Chase, Henry and Lucy Moses Fund, Inc., Forest City Ratner Companies, The Skirball Foundation, and Friends of BAM and BAM Cinema Club. Sovereign Bank is the BAM Marquee sponsor. Yamaha is the official piano for BAM. R/GA is the BAM.org sponsor. New York Marriott at the Brooklyn Bridge is the official hotel for BAM.

General Information

BAM Howard Gilman Opera House, BAM Rose Cinemas, and BAMcafé are located in the Peter Jay Sharp building at 30 Lafayette Avenue (between St Felix Street and Ashland Place) in the Fort Greene neighborhood of Brooklyn. BAM Harvey Theater is located two blocks from the main building at 651 Fulton Street (between Ashland and Rockwell Places). Both locations house Greenlight Bookstore at BAM kiosks. BAM Fisher, located at 321 Ashland Place, is the newest addition to the BAM campus and houses the Judith and Alan Fishman Space and Rita K. Hillman Studio. BAM Rose Cinemas is Brooklyn's only movie house dedicated to first-run independent and foreign film and repertory programming. BAMcafé, operated by Great Performances, is open for dining prior to BAM Howard Gilman Opera House evening performances. BAMcafé also features an eclectic mix of spoken word and live music for BAMcafé Live on Friday and Saturday nights with a special BAMcafé Live menu available starting at 6pm.

Subway: 2, 3, 4, 5, Q, B to Atlantic Avenue-Barclays Center (2, 3, 4, 5 to Nevins St for Harvey Theater) D, N, R to Pacific Street; G to Fulton Street; C to Lafayette Avenue
Train: Long Island Railroad to Atlantic Terminal-Barclays Center
Bus: B25, B26, B41, B45, B52, B63, B67 all stop within three blocks of BAM
Car: Commercial parking lots are located adjacent to BAM

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