



## Decode: Digital Design Sensations

8 December 2009 – 11 April 2010

Digitally growing plants and a mechanical eye that mirrors the blink of a visitor's gaze will be among the digital works that will feature in *Decode: Digital Design Sensations*. The exhibition will show the latest developments in digital and interactive design, from small screen based graphics to large-scale installations. Curated in collaboration with leading digital arts organisation onedotzero, there will be works by established international artists and designers including Daniel Brown, Golan Levin and Daniel Rozin as well as emerging designers such as Troika and Simon Heijdens.

The exhibition will be centred in the Porter Gallery with a series of interventions throughout the Museum and garden as well as a number of specially commissioned one-off performances. For the first time, the V&A is also commissioning a digital work for its website and will provide remote access to some of the works on display.

The exhibition will explore three themes. *Code as a Raw Material* will present pieces that use computer code to create new designs in the same way a sculptor works with materials such as clay or wood. This section will look at how code can be programmed to create constantly fluid and ever changing objects. On display will be a new piece by Daniel Brown from his *On Growth and Form* series, inspired by the V&A's collection. Brown uses advanced mathematics to generate organic depictions of imaginary plants that continuously grow, producing new buds, blossoms and stalks. As soft, organic digital images, these generative flowers will continue to develop and grow over the course of the exhibition.

The second theme, *Interactivity*, will look at designs where the viewer directly influences the work. Visitors will be invited to interact with and contribute to the development of the works, many of which show designers playing with the boundaries of design and performance. One object will be Golan Levin's *Opto-Isolator*, a human-sized mechanical eye which follows the gaze of the viewer, blinking one second after its visitor blinks. *Weave Mirror* by Daniel Rozin is a responsive sculpture that recreates an image of the viewer on its 768 motorized planes. A smoky portrait comes into focus as the planes rotate into place.

The final theme, *The Network*, will focus on works that comment on and utilise the digital traces left behind by everyday communications, from blogs in social media communities to mobile communications or satellite tracked GPS systems. This section explores how advanced technologies and the internet have enabled new types of social interaction and media for self expression. Designers reinterpret this information to create works that translate data into striking forms. These range from live, real-time visualisations of flight patterns by Aaron Koblin to a data mining project by Jonathan Harris and Sep Kemvar. Their project *We Feel Fine* extracts comments by bloggers from all over the world on how they are feeling and represents the information as colourful, floating spheres. Users can filter the information by selecting an emotion as well as bloggers' gender, age and the city and weather conditions where he or she is based to reveal anonymous, often highly personal, statements about modern life today.

**ENDS**

## **Notes to Editors**

*Decode: Digital Design Sensations* will be on display in the V&A's Porter Gallery from Tuesday 8 December 2009 and will run until Sunday 11 April 2010.

Admission to the exhibition is £5. To book call 0870 906 3883 or visit [www.vam.ac.uk](http://www.vam.ac.uk) (booking fee applies).

For public enquiries please call 020 7942 2000 or visit [www.vam.ac.uk](http://www.vam.ac.uk).

The exhibition is curated by Louise Shannon, Deputy Head of Contemporary Programmes, V&A and Shane Walter, Director of onedotzero.

*Decode: Digital Design Sensations* is designed by the architect Francesco Draisci and Hawaii Design.

## **Digital Pioneers**

Alongside *Decode: Digital Design Sensations* there will be a display in the Julie & Robert Breckman Prints and Drawings Gallery and Gallery 88a at the V&A on the history of digital design. *Digital Pioneers* will showcase some of the earliest computer-generated art and design drawn from the V&A's recently acquired computer art collections and will include works by Frieder Nake, Georg Nees, Roman Verostko, and British artists Paul Brown and Harold Cohen. The display will explore the arrival of the computer in art and design practices across the globe and its impact on subsequent generations. It will include plotter drawings, screen prints, digital inkjet prints, photographs and early algorithmic works, as well as important documentary material from the time. The display will be open from 7 December 2009 to 23 May 2010. Admission will be free.

## **About onedotzero**

onedotzero is a London-based moving image and digital arts organisation that commissions, showcases and promotes innovation across all aspects of moving image, digital and interactive arts. The organisation, founded in 1996, is known for representing a diverse array of artistic endeavour. It has a cross media and collaborative approach attuned to technological advances and fast paced change within digital arts and the contemporary culture landscape.

**For further PRESS information please contact Zoe Franklin or Dorothee Dines in the V&A press office on 020 7942 2497 / 2500 or email [z.franklin@vam.ac.uk](mailto:z.franklin@vam.ac.uk) / [d.dines@vam.ac.uk](mailto:d.dines@vam.ac.uk)**

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