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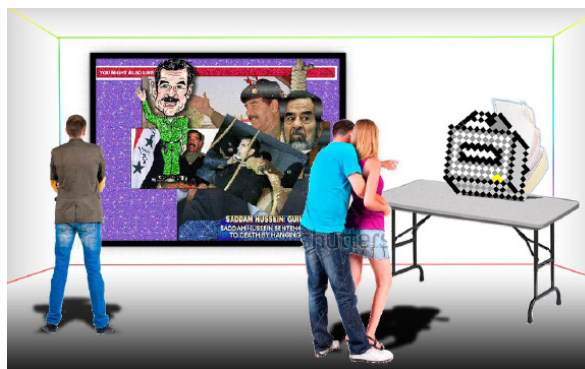
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**One Year In: First Look: New Art Online Monthly Digital Projects
“Archives” is Theme for Fall 2013 Season**

New York, NY... One year ago, for the launch of its new website, the New Museum initiated **First Look: New Art Online**, a monthly series through which new digital artworks are commissioned and presented. The selected works represent the breadth of art online—from interactive documentary, to participatory applications, to performance—all exploring the formal, social, and aesthetic possibilities of the web. **Lauren Cornell, Curator of the 2015 Generational Triennial, Museum as Hub, and Digital Projects**, has devoted the fall lineup of First Look projects to the innovative and unusual ways that artists are approaching archiving online. Five of the six works presented from August 2013–February 2014 are **newly commissioned works** for the First Look series.



Brian Droitcour, *Fifteen Stars: A Study of Vernacular Criticism*, 2013 (screenshot). Courtesy the artist

All six works take a proactive approach to archival forms: they build new social systems; capture elusive elements, such as time or attention; or promote emerging forms of activism or pop culture. Collectively, they show how the web engenders fresh possibilities for archival forms and methodologies, and reinvigorates a conversation about the classification of history and culture that has been present in contemporary art for decades. The theme of archives is concurrently being examined in the New Museum Education Department's fall season of public programming.

Past and present First Look: New Art Online works can be viewed at newmuseum.org/exhibitions/online.

CURRENTLY LIVE ONLINE

AUGUST

Damon Zucconi, *Multiple*, 2013. New Commission

A uniquely visual picture of time, Damon Zucconi's *Multiple* (2013) depicts all past New Museum programs (including exhibitions, talks, or screenings) in terms of their duration. Each event—be it Adrian Piper's retrospective in 2000, Founding Director Marcia Tucker's iconic exhibition "Bad Girls," or this summer's exhibition "XFR STN"—is represented by a digital counter that presents the years, months, weeks, days, hours, minutes, and seconds that have lapsed since the event ended.

SEPTEMBER

Martine Syms, *Reading Trayvon Martin*, 2012–ongoing

Reading Trayvon Martin is an online bibliography created by artist Martine Syms for the criminal case following the fatal shooting of Trayvon Martin on February 26, 2012. In the work, reading, once considered a solitary endeavor, is construed as an active stance through the newly available dimensions of posting, sharing, and commenting, which enable readers to contribute to a broader conversation through social media. The act of bookmarking—of saving and listing online content—becomes synonymous with the process of staking out a position and publicly declaring a side or a perspective.

OCTOBER

Brian Droitcour, *Fifteen Stars: A Study of Vernacular Criticism*, 2013. New Commission

Brian Droitcour's *Fifteen Stars* is an idiosyncratic study in how embodied experiences of taste and memory relate to art's institutional structures. The site comprises an illustrated collection of five reviews of visits to the New Museum found on Yelp, ranging in ratings from one to five stars. Droitcour's accompanying commentary does not address these nonprofessional exercises in art criticism directly, but takes them as a catalyst for discussing the politics of the various apparatuses surrounding contemporary art, to which he assigns ratings of his own.

UPCOMING

OCTOBER 19–20

Xavier Cha, *Disembodied Selfies*, 2013. Two-day performance; New Commission with Lyon Biennial

For this new performance, choreographer, dancer, and visual artist Xavier Cha has cast a male actor to take a series of "selfies" while performing an original composition under mild psychoactive drugs. The photographs will be broadcast instantaneously via a dedicated Instagram feed and an original First Look site, where the audience may follow his movements over the course of forty-eight hours, or look back at the dance through a series of episodic images. The piece will be performed as part of the 12th Lyon Biennial, "Meanwhile... Suddenly, and Then."

NOVEMBER

Cory Arcangel, *AUDMCRS Underground Dance Music Collection of Recorded Sound*, 2013

From 2011–12, Cory Arcangel's Brooklyn studio archived 839 trance and underground LPs that had been purchased from legendary DJ Joshua Ryan. *AUDMCRS* is a public archive of these LPs, presenting all relevant data (i.e., format, size, speed, generation) on each record with an accompanying image of the album's cover art. The project underlines the personal obsession often involved with collecting, as well as Arcangel's own interest in preserving a cultural history that relates to his work and life. "It is said that the music we hear as teenagers is, and will always be, the most important music for the rest of our lives," said Arcangel. "For me, this music is techno—the cheap, voiceless machine-age disco that became popular in the clubs of Chicago in the late '80s and from there quickly spread throughout the globe."

DECEMBER

Rheim Alkadhi, *Untitled*, 2013. New Commission

Scripted, staged, and photographed by Rheim Alkadhi, this new work will tell the intertwined stories of multiple characters living in Beirut. Consisting of an inventory of texts and images, the work will capture intimate moments from daily life in the city, at the intersection of the everyday and the chaos of conflict.

SUPPORT

First Look is made possible, in part, by Droga5

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ABOUT FIRST LOOK: NEW ART ONLINE

First Look is curated by Lauren Cornell, Curator of the 2015 The Generational Triennial, Museum as Hub, and Digital Projects. This new series reflects a strengthening of the New Museum's ongoing commitment

to the digital realm as a space for art-making and its relationship with Rhizome, a leading online platform and longtime affiliate organization in residence at the Museum.

For its initial season, Cornell invited over nineteen artists who take the internet as their primary medium to present as part of the series. The inaugural work in the series, Taryn Simon and Aaron Swartz's *Image Atlas* (2012), emerged from Rhizome's signature Seven on Seven Conference—a unique event that bridges the fields of art and technology around the creation of new work. A complete list of the initial year of projects and commissions includes:

Taryn Simon and Aaron Swartz: Image Atlas

Aboveground Animation: 3D-Form

Jonas Lund: Public Access Me

Paperrad: Welcome to my Homey Page

Anna Lundh: Q&Q 2022

Jon Rafman and Rosa Aiello: Remember Carthage

Dina Kelberman: Smoke & Fire

Cathy Park Hong and Mores McWreath: The Rub

Jeremy Bailey: Famous New Media Art Patent Office

Harm van den Dorpel: Dissociations

A Little About Me: Four Works by Robot (John Miller and Takuji Kogo)

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