

# Tufts

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**ART GALLERY NEWS RELEASE**

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(press & tour inquires)

**Tufts University Art Gallery**

at the Aidekman Arts Center

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Medford, MA 02155

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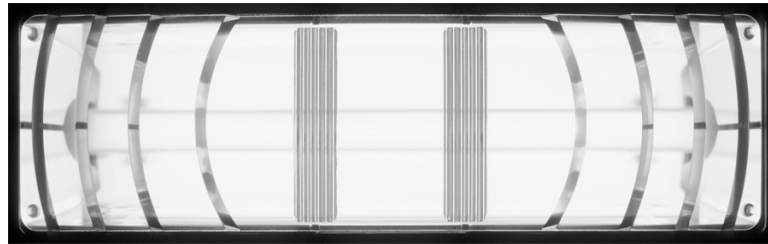
## **Günther Selichar: *Media Machines***

September 8–November 19, 2006

**Artist Talk:** Friday, September 8, 5:00–6:00pm

**Public Opening Reception:** Friday, September 8, 6:00–8:30pm

**Voice Your Vision! Guided Tours:** Every other Saturday at 2:30pm



**MEDFORD, MA** – The Tufts University Art Gallery presents an ambitious exhibition of photographs and a public art project by Austrian artist Günther Selichar entitled *Media Machines* from September 8 to November 19, 2006. Selichar's work invites viewers to scrutinize the structure of media apparatuses and to decode the messages embedded in their surfaces.

Selichar's highly detailed, large-scale digital photographs of "media machines" are inspired by a strain of mid-20<sup>th</sup> century abstract painting that referenced its own structure in its making. Think Frank Stella's "Black Paintings," whose stripes correspond to the canvas' stretcher bars, Barnett Newman's color band paintings, and Marshall McLuhen's mantra "the medium is the message," writ anew with cutting-edge digital production and a contemporary reference base. The striking forms Selichar photographs expose elements that cannot be seen by the human eye, such as a "cold" computer screen or the stand-by mode of a television screen.

Selichar excavates the digital interfaces and apparatuses used to communicate information. He does not represent the content and narrative of mass media; the subject is instead the pervasive impact that these technological mechanisms have on our everyday lives. Seemingly simplistic images deliberately contrast with complex social questions. The artist hopes that viewers will "hold a microscope" to and think critically about the effects of the mass media on the formation of opinions and ideologies, the agency of the individual as media consumer in the Information Age, and definitions of "news," "politics," and democracy.

*Media Machines* is comprised of photographic objects spanning five series and twenty years of Selichar's critical inquiry into the nature of media. Series represented are: *Screens, cold; Exposures; Sources; Standby; Who's Afraid of Blue, Red, and Green?*; along with individual works. An educational gallery precedes visitor's entry into the exhibition proper. *Third Eye*, a book published in 2004 on Selichar's photographic work, is available for purchase at the gallery.

In association with the Tufts University Art Gallery exhibition, Selichar is staging a two-prong public intervention (on campus and off in the Boston metro area) that co-opts traditional advertising space and uses designs stemming from the artist's series *Who's Afraid of Blue, Red, and Green?*. It is part of a series of public art projects using this theme that has been ongoing since the early 1990s and has been seen in venues in New York City, Shanghai, and various places in Europe, and will launch for the first time in Boston. Interaction with the public art component will be harnessed via: a web cam linking exterior sites with the interior gallery space, a blog chronicling responses to ideas presented in the overall exhibition, and a photography competition. Please contact the gallery for details.

The exhibition and public art project are organized by the Tufts University Art Gallery. Generous support comes from Bundeskanzleramt, Vienna/Austria, The Austrian Cultural Forum, New York, and the Department of Cultural Affairs, Upper Austria. Exhibition Design Consultants: PAUHOF Architects, Vienna/Linz, Austria.

austrian cultural forum nyc

**Tufts**

BUNDESKANZLERAMT ■ KUNST



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The Tufts University Art Gallery animates the intellectual life of the greater university community through exhibitions and programs exploring new, global perspectives on art and on art discourse. The Gallery is located in the Aidekman Arts Center on the Tufts University Medford campus. The Gallery is fully accessible and admission is free. Gallery hours are Tuesday through Sunday, 11:00am to 5:00p.m; Thursdays until 8:00pm. Free daytime visitor parking is available in the two parking lots off Lower Campus Road. Parking passes must be obtained at the front desk of the gallery and displayed on your dashboard. Free event parking is available without a pass in the lot behind the Aidekman Arts Center, off Lower Campus Road. Visit [www.ase.tufts.edu/gallery](http://www.ase.tufts.edu/gallery) or call 617-627-3518 for more information.