

Learning Resource for Sunderland Exhibitions



AV Festival forms part of North East England's world-class festivals and events programme



The exhibition(s) that you are going to see and experience are part of the AV Festival 2008. AV means audio visual, audio can be heard, visual can be seen. AV Festival is an international festival of electronic arts featuring visual art, music and moving image. A biennial event, (this means that it happens every two years) the festival takes place in Newcastle, Gateshead, Sunderland and Middlesbrough in the North East of England between 28th February and 8th March 2008 and has the theme of Broadcast.

We have just entered the second century of broadcasting and are in a time of great change. The change to digital will create endless possibilities for communities and people to be part of broadcasting and it is already an area that artists are exploring in their work.

The internet has become another area for broadcasting and sharing sound, film, video and photography, through the many online sites. This is moving at a very fast pace. We now receive broadcasts on the move, podcasts, tv and radio on our phones, PDA's and hand held computers. For AV Festival 08, artists, filmmakers and musicians have created works which illuminate all aspects of broadcasting. You will become part of this as the audience for the work. Enjoy AV Festival 2008!



**Northern Gallery for
Contemporary Art.**

You are visiting the Northern Gallery for Contemporary Art

What is an art gallery?

An art gallery is a space, it is where art is placed, this is so that people can experience it. They can experience it in many different ways. They might have to **look** at it, or **hear** it, or **touch** it. An art gallery can be in a building, or it can be outside, it can also be in a space that moves (it could be in a purpose built bus), it can be a virtual gallery on the internet. Some art galleries have a collection of art which belongs to them. They also lend it to other galleries. Some art galleries do not have a collection, artists come and use their space so that the exhibitions change all the time. Most contemporary art galleries change their exhibitions throughout the year.

The **Northern Gallery for Contemporary Art** presents changing exhibitions of new work by artists from around the world, it brings new art to new audiences. When **you** visit the gallery, **you** become the audience.

This gallery offers opportunities to new artists as well as more established artists to show their work. It gives you the chance to see art of today in a contemporary setting.

Contemporary art means that the art belongs to the present day. It is very important that you have an **open mind** when you see contemporary art. This means that it is important that you are prepared for new experiences and new knowledge. Art is not always pretty to look at or to experience. Art is not always easy to understand, but it can be interesting. Working out what makes it **interesting** to **you** is the key to understanding contemporary art.

The name of the exhibition you are going to see is “Deep Play”

The artist is **Harun Farocki**

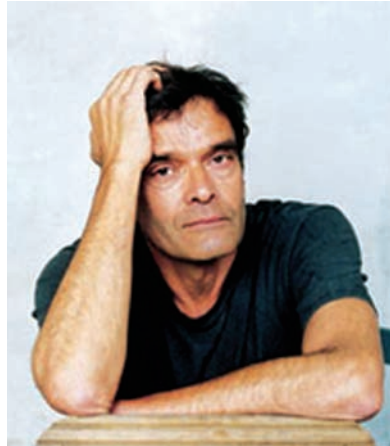
This is a **contemporary art exhibition** and is called an **installation**.

Contemporary art means that the art belongs to the present day. A **contemporary artist** is an artist who is alive today and who makes works of art to be shown in galleries and public spaces at the moment.

In **installation art**, the artist creates a single piece of work in a given or chosen space. They have to think about where the art is placed, how you will see it, hear it and experience it. It is a very special kind of art making. Sometimes the audience have to participate in the work. Sometimes they can just sit and watch and experience the art.

“**Deep Play**” started off as an installation in the National Museum of Contemporary Art in Barcelona (Spain) and is now being shown here at the Northern Gallery for Contemporary Art. It has been in several art gallery spaces and can also be seen in video clips on YOUTUBE and, as still images, on flickr.com

Who is Harun Farocki?



Harun is an artist who was born in Czechoslovakia. He lives in Germany. He has trained as a film maker, a teacher, and made a wide selection of films and documentaries. He has also been the editor of magazines and been an actor, producer and script writer for films. Since 1990, Harun has been responsible for numerous exhibitions and installations in galleries and museums around the world. He is respected as a teacher and visiting professor at universities.

You can visit his official website on www.farocki-film.de

You can see some of his other films on www.ubu.com/film/farocki.html

The name of the exhibition you are going to see is “Deep Play”

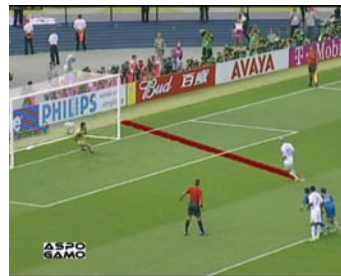
The artist has been given the footage from the 2006 FIFA World Cup Final in Germany. He has used the film footage from the game, film footage from CCTV security cameras, and computer technology which analyses football matches to create an installation on TWELVE separate screens. It is estimated that 715.1 million people watched the World Cup Final of 2006.

Harun has deliberately chosen different ways that the football match is seen.

He has selected the film of the match itself, the views of the security cameras on the day itself, (what goes on outside the stadium, what sort of day it was), you see the commentators as they watch and talk about the match, you see diagrams which show the movement of players, you see diagrams that mathematically analyse the game, you hear the TV director giving instructions to cameramen, you see official FIFA charts of the game, you see computerised versions of the game and players, you see the team coaches watching their teams play.

**YOU SEE MORE THAN YOU EVER THOUGHT
COULD HAPPEN IN ONE GAME OF FOOTBALL**

“Deep Play”



The visual experiences in this installation are presented in “real time” In the media of film, radio and television, real time is where events are represented exactly as they happen. The exact time of the World Cup Final would be equal to the time that it takes to see the whole of this installation. You can then work out how long you would need to spend in the gallery to see the whole of the installation.

It does not matter how long you spend in the gallery though, you will still experience the art work. You will still have reactions, feelings, thoughts, questions in you.

Remember with contemporary art that is okay to be puzzled. Whatever your opinion of a work of art is, you have a right to express it and it is as important as everyone else's opinion. But, you do need to think about what your opinion will be, it should be constructive. Ask yourself questions and try to imagine why the artist made the choices that they did in creating this installation. Finding out about the artist and the context in which the art was produced will also help you.

“Deep Play”

Harun is a film maker. He is interested in how we use film and television to influence people. He has taken one event that millions of people watched on TV. It was a controversial match because of Zidane being sent off (for headbutting an Italian player) towards the end and because the match was won on penalties. When we switch on a television and watch a programme, or watch a film at the cinema. we see what the directors and producers and editors want us to see. They control our viewing. This means that we can be influenced by seeing more of one thing and less of another. Moving images can be powerful by themselves (without words) but language and words and sound effects can add a great deal to their effect. Harun has taken every possible viewpoint on this match, he has decided to use images which we don't normally see, the security camera images, the commentators at the table, the police behind the scenes, the coaches in the dug out and made them part of the picture that he wants us to see. Normally, you watch the match. Harun is showing you the BIGGER picture.

He is reminding us of all the other things that go on in an event which we don't normally see or hear or experience. But, the event would not happen without them being there. A good example of this is to think of all the other events and people that were part of just getting you here today from your home at the start of the day.

“Deep Play”

The computer animations, match analysis and mathematical analysis are produced after the match. Harun has used some software called Halcon (which was originally created to help with machines and robotics) creatively to analyse the way that a player moved or the way that a ball was dribbled or kicked. This makes the football game a different thing altogether, it makes the viewer see beyond the person and the ball, it makes the viewer see movement and direction, it becomes almost like a dance.

Everything in the match is analysed, some screens show this while other screens show the more human side, the coaches shouting, the police behind the scenes, the installation is a mixture of everything that you could possibly find in this one single event. It is like being bombarded with the sound and the vision of the event. You don't really know where to look!

It is also about noise, sound.

Human voices, computer voices, loud, quiet, intrusive, entertaining, instructions, a crowd, one voice, commands, questions, different languages, repetitive phrases, names, questions, answers.

“Deep Play”

Harun has said that he is trying to show how we measure performance, he thinks that we do this when we analyse sport, when we analyse work, and when we analyse war. Even in school, your achievements are measured by levels, grades, graphs. You become part of the statistics that measure your schools' performance.

He is asking us what “eyes” we use to see the game?
This installation shows that the “looking” is done in a range of different ways.

This exhibition is confusing because of all the different things going on but Harun believes that the more that we know about something, the more confused we become. That's true, if we have a lot of information in our head, we have more to deal with.

Harun describes his installation for you in ten words:
“Symbolically mastering. The beauty of abstraction. Fewer lies in sport than acting”.

Group activity: Pair work

My partner is

Choose a partner.

Do the following activities in a pair, you will need to swop roles when the activities have been done once. Be patient and give your partner **TIME** to come up with their responses.

Ask your partner to sit within the installation at a point that you decide on.

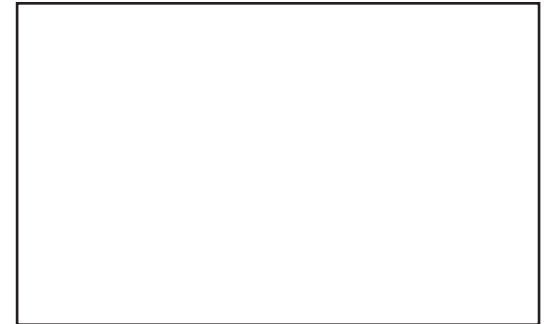
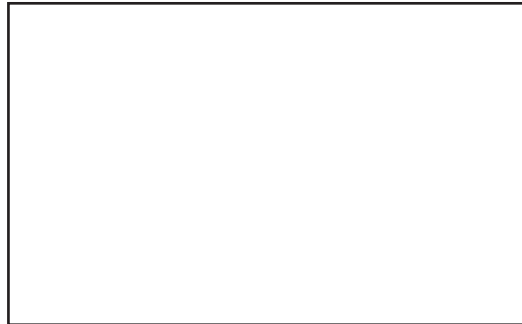
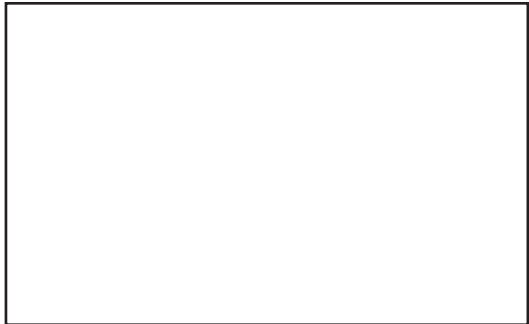
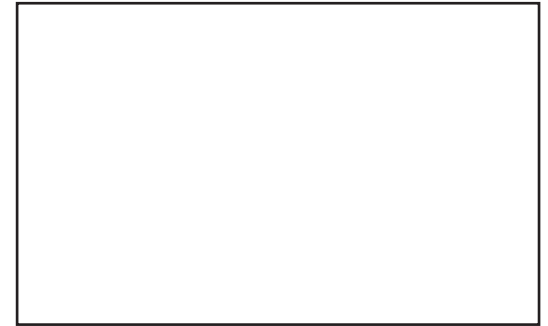
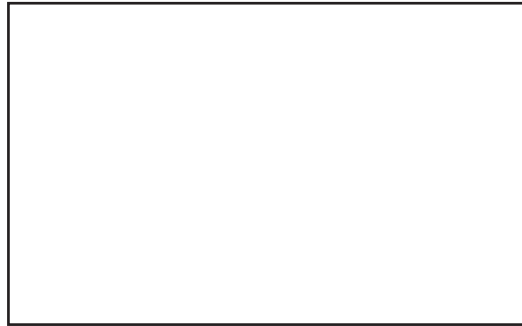
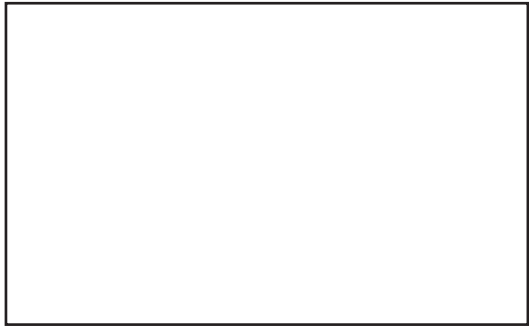
Ask them to look around from where they are sitting.
Give them time to do this.

Ask for **TEN** key words to describe what they **SEE**. Write them here. This is **VISUAL** Ask them to close their eyes and **LISTEN** for some time. Now ask for **TEN** key words which describe what they **HEAR**. Write them here. This is **AUDIO**

Individual activity

Use these shapes below to sketch the different images that you see on some of the different screens, do this in line or in colour.

Name



Individual activity

Name

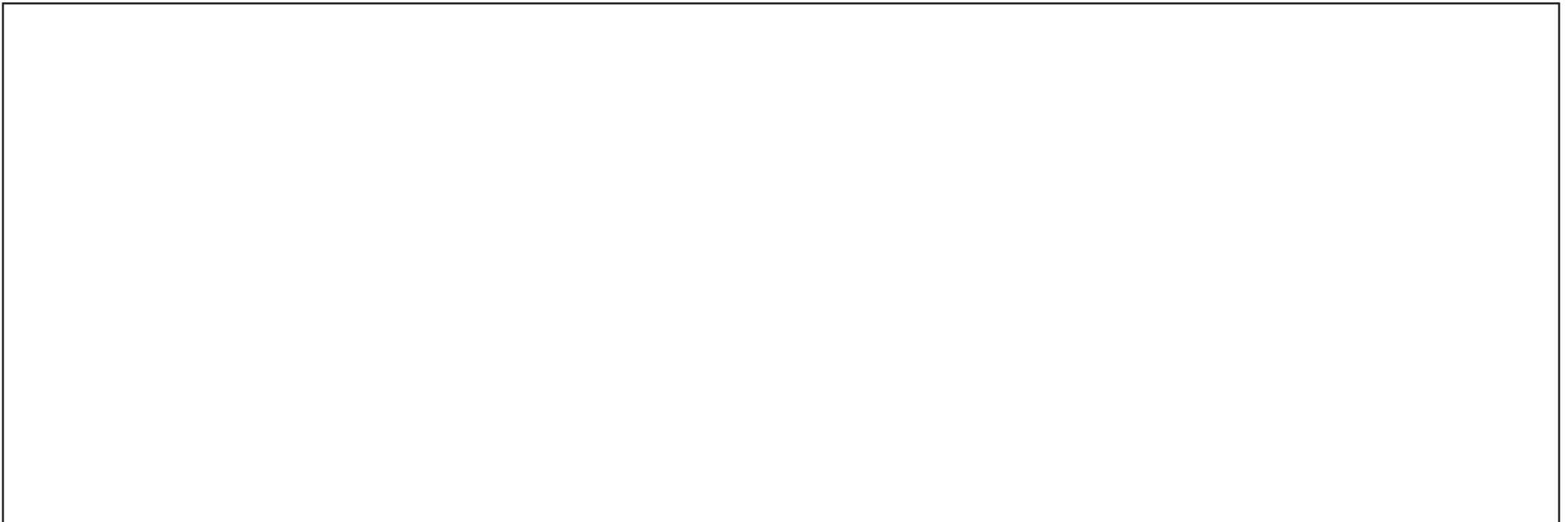
Do this task at the end of your visit to the exhibition

Harun wants you to respond in your own way, he is showing that a football game is taken further by the people who analyse **every** part of it.

We see computer analysis of the movement of the players.

In the box below, create a diagram/drawing which shows your movements since you came into this space.

You can use lines, colours, shapes, you can use symbols (arrows for example) but try and create a diagram which shows your movements today in this gallery space.



AV Festival 08 Broadcast



Reg Vardy Gallery



north east
england

