

## **Analogue is the new Digital – An exhibition**

Dear Artist,

We would like to invite you to take part in a new exhibition project entitled 'Analogue is the new Digital' that will be part of the program of the AND (Abandon Normal Devices) Festival in Manchester in October 2010.

We are very intrigued how you might interpret the theme of the exhibition and apply or abstract from your individual working methods.

The show is funded by MIRIAD, The Research Institute at Manchester Metropolitan University. We are inviting 12 artists and have allocated a budget of £ 400 for each artist, which would cover material costs and fees.

### **Exhibition theme**

We are interested in works that explore the digital through analogue processes. Inspirational, experimental, ironic, imaginative, physical artworks that reflect or interact with the invisible sub-structure of data that permeates our world.

We are looking for works that do not use computers or digital devices but reflect their omnipresence within society. Analogue content or concept would then discuss a digital phenomena or process.

We would like the show to include sculptures, drawings, visual imagery, kinetics, sound, textiles, ready-made objects etc. Here are some terms that we keep referring to:

Analogue representation of the digital  
Rebuilding/reflecting the digital with analogue means  
Physical replicas of digital spaces and narratives  
Digital construction as analogue output as inverted process  
Physicality of code and networks  
Materialisation of data  
Re-cycle – melt/shred/rebuild!  
Transitions/Media-Decay  
Flow and Transit  
Freezing of a digital moment in time  
Analogue model of a digital world  
The digital captured in low-tech aesthetics and craft-based traditions  
Invisibility of technology  
Abstract concepts of technological space  
The tactile digital  
Exposing the wiring behind

### **Dates and location**

The exhibition will take place during the Manchester part of the AND festival which will be beginning of October 2010.

We plan to exhibit the works within public spaces in Manchester's Northern Quarter. As we intend to go beyond the glossy world of digital screens and applications, we likewise want to explore the quirkiness and individuality of an unusual display so that it can become intrinsic to the work. It could then highlight the tension created between digital space and physical space and our dual existences in them. We would look forward to your suggestions and we can also help you define a space once you have an initial idea for your work.

### **Audience experience and catalogue**

The work will be documented in a sticker book style brochure as a limited edition and separate design work. The idea is that the audience will be encouraged to find the artefacts and then pick up a sticker and add it to curatorial texts and work descriptions.

If you could let us know whether you are interested in participating as soon as possible and then we could proceed from there. We look very much forward to your response!

Kind regards,

Simon Blackmore and Andrea Zapp