



Sophie Clements – *There, After* – currents 2012

## currents: the santa fe international new media festival presented by Parallel Studios

**Opening June 22 – July 8, 2012** the third annual, citywide, international New Media festival held in Santa Fe, New Mexico, USA, a UNESCO designated Creative City

### **currents: the santa fe international new media festival provides the community with an opportunity to experience the latest in the**

New Media Arts in traditional venues and public spaces. The **currents'** exhibitions offer an immersive environment that allows the public to enter a unique world of light, sound and image. In addition to indoor exhibits, **currents 2012** will feature weekend, outdoor video projections in Santa Fe's Railyard District, panel discussions and workshops that focus on the role of New Media Technologies in the arts and in addressing current social issues.

**currents 2012** will explore the role of technology and the diverse applications of new media in the arts. This year the festival will include single channel video, sound and interactive video installations, multimedia performances, experimental and interactive documentary, computer or programming modulated sculpture, art-games and web-art projects.

2012 partner venues include **El Museo Cultural de Santa Fe**, the **Center for Contemporary Arts**, the **Institute of American Indian Arts**, The **Santa Fe University of Art and Design**, **Zane Bennett Contemporary Art**, **Axle Contemporary**, the **Santa Fe Railyard** and several other independent galleries and exhibition spaces.

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[www.currentsnewmedia.org](http://www.currentsnewmedia.org) . [parallel-contact@earthlink.net](mailto:parallel-contact@earthlink.net)

## History of currents: the santa fe international new media festival

Since its first exhibition in 2002, currents has evolved from being primarily a showcase for local New Media artists, into an international, annual, citywide New Media festival with a commitment to a free, public celebration of this pivotal but still little known aspect of 21st century art.

### **currents 2011: the santa fe international new media festival**

presented work by eighty New Media artists, performers, art-game and web-art developers from five continents, and videos from area high school students. In 2011 between 3500 and 4000 people attended the festival's 10 days of events.

Parallel Studios mounted its first exhibition in August of 2002 in the 5000 sq. ft.

warehouse at The Center for Contemporary Arts in Santa Fe, New Mexico. **currents 2002** presented eight New Mexico video installation artists, including video pioneers, Woody Vasulka and Steina, and included multimedia performances, demonstrations and talks. Between 2002 and 2010 Parallel Studios mounted four **currents** exhibitions in regional exhibition spaces.

In 2010 **currents** settled into its home venue in the heart of the city's newly created Railyard District. Now housed in **El Museo Cultural de Santa Fe's** 35,000 sq.ft warehouse, **currents** matured into **currents: the santa fe international new media festival**. The Festival included work of 50 New Media artists from the U.S. and around the world, as well as of 22 local high school students. Ten artists from around the U.S. and Canada were able to come to Santa Fe to install their work and spend time with the local New Media Arts community sharing ideas, knowledge and technique. During its ten day run 3000 people from all walks of life passed through the exhibition.

**currents 2011: the santa fe international new media festival** expanded outside of **El Museo Cultural** and became a citywide event. Venue partners included the **Center for Contemporary Arts**, the **Institute of American Indian Arts**, **The Santa Fe Complex**, the **New Mexico Museum of Art**, the **Santa Fe University of Art and Design**, **David Richard Fine Art**, and **Zane Bennett Contemporary Art**.

The 2011 online call for entries reached every continent. The festival exhibitions included the work of over 70 artists from Canada, England, Ireland, Italy, Brazil, France, Iran, Taiwan, China, Mexico, Korea and The Netherlands. Parallel Studios hosted twenty-two artists, bringing them to Santa Fe to install their own work and engage with local artists and the community.

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Brenna Murphy – website – currents 2012



Iga Pulchalski – *Primp* – currents 2012

## Mission and History of Parallel Studios

**Parallel Studios is committed to reinvigorating the role creativity and the arts play** in our community and the future of our youth. New Media Arts – rooted in technologies familiar to the general public – are tangential to mainstream and pop-culture technology. Parallel Studios is committed to using this unique quality to create a bridge between youth, the general public and the world of contemporary art.

**currents: the santa fe international new media festival**, established to bring the work of emerging and established New Media artists to the general public, includes exhibitions, multimedia performances, internships, workshops, panel discussions, docent tours and educational programs that reach out to the schools and to the community.

Parallel Studios was established in 2002 by Mariannah Amster and Frank Ragano. Incorporated as a New Mexico non-profit in 2005, Parallel Studios received it's Federal 501(c)(3) status in February of 2011.

## Parallel Studios and The Community

**Our outreach to the community includes: the involvement of students from both** public, charter and private schools; an internship program that offers real life experience working in a nonprofit environment creating a world class event which emphasizes service to the community; the collaboration between cultural, arts and educational organizations from New Mexico, Texas and Colorado that represent diverse demographics, but a shared commitment to art as integral to a healthy society.

The festival has a thriving internship program working with students from Santa Fe's four year and community colleges, as well as digital media students from Denver University and the University of North Texas. These internships offer experience in nonprofit organization, exhibit installation, new media technology applications for the arts, community outreach and the production of educational and promotional materials. Parallel Studios has worked to develop a partnership between organizations that represent distinct segments of our community.

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Student video work is presented as part of the festival's main exhibition. Parallel Studios' staff works with area schools to engage teens in preparing work to be shown during the Festival, going into classrooms to present examples of New Media work and collaborating with teachers in developing media programs that foster a more expansive understanding of New Media as a tool for expressing ideas.

Parallel Studios believes that exposure to and involvement with the arts is empowering. Our commitment to the arts as an essential component of a healthy, engaged society, has informed our approach to exhibit design, public and educational outreach, panel and workshop topics and has made our commitment to free admission to the festival uncompromising, no matter what economic pressures we face.

## Parallel Studios – Goals

- ☀ To give the community at large the chance to experience the latest in the New Media Arts and to provide docent tours, panels, and workshops to expand the general public's understanding.
- ☀ To foster an international exchange of media-art forms by inviting foreign artists to present work at currents exhibits, and be establishing international connections that enable U.S. artists to present their works abroad.
- ☀ To create an environment that fosters the sharing of knowledge and experience for the participating artists.
- ☀ To engage youth in this art form by presenting their work at currents exhibitions and by hosting youth groups, such as the Boys and Girls Club, for tours and discussions with knowledgeable docents available to guide them through the exhibit.
- ☀ To establish a program of video art presentations and workshops at local high schools and teen arts organizations in order to introduce students to this art form and encourage them to create work for submission to currents.
- ☀ To recruit college and high school students to participate as interns in the mounting and maintenance of the exhibitions as a learning experience, receiving credit when possible.
- ☀ To organize traveling exhibitions, not only in large urban art centers, but targeting smaller towns that are less likely to have the opportunity to experience this art form.
- ☀ To archive and present the work of our artists on an online exhibition space.
- ☀ To maintain a policy of free and open admission to festival events.



Amy Jenkins – *Bedroom Waltz* (Triptych) – currents 2012



Yefeng Wang – *Well Disciplined Kids* – currents 2012

## Parallel Studios – Staff and Board Information

### Parallel Studios - Staff

Mariannah Amster – founding Co-Executive/Artistic Director - curator and exhibition designer; Board Vice President. Her disciplines include painting, printmaking, book arts and graphic design. Since 1996 she has worked primarily with digital media - video, video installation, archival prints.

Frank Ragano, – founding Co-Executive/Artistic Director - curator and exhibition designer. He is an installation and digital media artist – video, video installation – and an architectural designer.

### Parallel Studios - Volunteer Staff

Jessica Lawless – Volunteer/Intern Coordinator

Jessica Lawless is an artist, writer, and educator living in Santa Fe, NM. She teaches at the Santa Fe Community College and is on faculty at the Academy for a Love of Learning. Jessica also works with the Academy and Chrissie Orr on the El Otro Lado project. Jessica is a regular contributor to Make/Shift Magazine: Feminisms in Motion.

### Parallel Studios - Board of Directors

Richard Lowenberg – Board President. Artist, ecosystems-designer and tele-community planner. Video, installation and performance works have been presented internationally since 1968. Director of Santa Fe Complex/1st-Mile Institute. Senior Broadband Planner, Design Nine, Inc.

Paul Marcus – Treasurer. Producer of feature films, television series, documentaries and commercials, working with industry icons such as John Sayles, Wim Wenders, Alex Gibney, Steven Soderburgh and Terrence Malick. His own films include *Mercurial Son* (2005), and *Underway* (2008).

Katherine (Kitty) Juda – Secretary. Earned a Masters of Social Work from the University of Chicago. She worked for the Chicago Housing Authority and the Cook County Juvenile Court. She has experience as a community organizer in Chicago and Santa Fe, including working with residents on zoning issues. She volunteers as an activist and fund raiser for several non-profit organizations.

Filip Celander – He has served as the head preparator and Media Director at the Center for Contemporary Arts in Santa Fe. Currently he is a graduate film student at the University of North Texas at Denton. Originally from Sweden, he is a film maker and a key staff person at the Telluride, Toronto and other international film festivals.

Anne Farrell – Trained as a painter, studying w the late Jorge Fick in Santa Fe, NM. Started working with computers early on. Became founding department chair of the flourishing Media Arts department at Santa Fe Community College. Currently involved in multiple, interactive, video and other media projects, both individually and collaboratively.

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Peter Daverington – Arcadia – currents 2012

## Support and Funding for the currents Exhibitions

### Parallel Studios Inc., a 501(c)(3) nonprofit organization, was formed in 2002.

In 2011 Parallel Studios received funding from: The McCune Charitable Foundation, Zane Bennett Family Foundation, Santa Fe Community Foundation, the New Mexico Computer Applications Center, Winterowd Fine Art, The Bernard and Melinda Ewell Family Foundation, The Thanksgiving Fund and many generous individual donors. We look forward to continuing our strong relationship with these funders. As of March 2012, Parallel Studios has received support from The National Endowment for the Arts, the New Mexico Tourism Department, mediaThe foundation, McCune Charitable Foundation, the Zane Bennett Family Foundation, New Mexico Arts and the Santa Fe Arts Commission. We continue to ask for and receive individual donations via our website, email list, fund raising events and personal outreach.

We expect continued in-kind equipment support from Santa Fe businesses and arts organizations that have helped previously - Baillios Electronics, the New Mexico Museum of Art, the Center for Contemporary Arts, the Santa Fe University of Art and Design and SITE Santa Fe.

This project is made possible in part by the National Endowment for the Arts, New Mexico Arts, a division of the Department of Cultural Affairs, the Santa Fe Arts Commission and the New Mexico Tourism Department, McCune Charitable Foundation and mediaThe foundation, inc.



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