November 2011: Press Release

Decode: Digital Design Sensations
Design Museum Holon, Israel
In partnership with V&A and onedotzero

Press preview: 16 November 2011
Public Opening: 18 November 2011 – 10 March 2012

Design Museum Holon and the V&A are pleased to announce details of specially commissioned works by Israeli artists and designers for the new exhibition *Decode: Digital Design Sensations* which have been generously supported by the Porter Foundation. The exhibition has been expanded to include *Good Listeners* by Mushon Zer Aviv, *CUBES* by The Interaction Lab and *DEVICE <---> INTERFERENCE* [0.3] by Amnon Dekel and David Opp.

Curated by Louise Shannon, Deputy Head of Contemporary Programmes, V&A and Shane Walter, Director of digital arts organisation onedotzero, the exhibition shows the latest developments in digital and interactive design, from small screen based graphics to large-scale installations.

Good Listeners by Mushon Zer Aviv is a browser plug-in that exposes the secret way in which our browsing habits are shared with and mined by third-party web services such as Google Analytics and Facebook 'Like' without users' consent or knowledge. Every time a site exposes visitor data to a third party service, a confessional booth window opens in the *Good Listeners* sidebar. The priest in the window encourages the visitor to share more information by saying *"Tell me more…"*, *"Let it all out…"*, *"I am always there…"*, *"You can trust me…"*. Each third party service opens its own confessional window sized by the scope and depth of the data it accumulates, presenting a satirical visualisation of the vast data passively generated by us and aggressively collected and mined by mysterious but omnipresent forces of the web.

The *CUBES* project by The Interaction Lab at HIT deals with the basic idea inherent to interaction: that of action and reaction. The 20 cubes respond to stimuli from the viewer such as presence, light, motion and distance. In response the cubes expand, show movement patterns, emit soap bubbles, become illuminated and more, revealing their inner mechanisms and celebrating the beauty and complexity of the world of electronic components.

DEVICE <---> INTERFERENCE [0.3] by Amnon Dekel and David Opp explores the way in which mobile phones broadcast information at all times. This information can be captured, deciphered and changed, making the fabric through which we communicate with others sensitive to attacks and manipulations. The exhibit 'listens' to people and their phones as they walk by, eavesdropping by the use of embedded surveillance microphones. At the same time electromagnetic radio waves emanating from nearby phones are also captured, measuring the frequency of the radio waves, the number of phones and their activity. The results are used to pull relevant information from the web via Google and meshed to create an audiovisual experience through the large LED display and speakers in the Museum space.

The exhibition explores three themes in digital and interactive design: *Code*, *Interactivity* and *Network*. *Code* presents pieces that use computer code to create new designs in the same way a sculptor works with materials such as clay or wood. This section looks at how code can be programmed to create constantly fluid and ever-changing objects.

Interactivity, looks at designs that are directly influenced by the viewer; visitors will be invited to interact with and contribute to the development of the works, many of which show designers playing with the boundaries of design and performance.

The final theme, *Network*, focuses on works that comment on and utilise the digital traces left behind by everyday communications, from blogs in social media communities to mobile communications or satellite tracked GPS systems. This section explores how advanced technologies and the internet have enabled new types of social interaction and media for self expression. Designers reinterpret this information to create works that translate data into striking forms.

During the exhibition, 3rd year students of HIT, in their first semester, will also have the opportunity to practice their interaction design course in the Museum's Design Lab.

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Notes to Editors:

1. **Decode: Digital Design Sensations** is curated by the V&A, London in collaboration with onedotzero. The exhibition is supported by the British Council in Tel-Aviv and the British Embassy in Israel.

2. *Good Listeners* by Mushon Zer Aviv has been commissioned by the V&A with generous support from the Porter Foundation and in collaboration with Design Museum Holon.

   The *CUBES* project by H.I.T Lab has been commissioned by Design Museum Holon with generous support from the Porter Foundation.

   DEVICE <---> INTERFERENCE [0.3] by David Opp and Amnon Dekel has been commissioned by the V&A with generous support from the Porter Foundation and in collaboration with Design Museum Holon.

3. The V&A is the world's leading museum of art and design with collections unrivalled in their scope and diversity. It was established to make works of art available to all and to inspire British designers and manufacturers. Today, the V&A's collections, which span over 2000 years of human creativity in virtually every medium and from many parts of the world, continue to intrigue, inspire and inform. *www.vam.ac.uk*

4. onedotzero is an international, contemporary, digital arts organisation promoting innovation across all forms of moving image, interactive and motion arts. Activities encompass festivals, events, artist and content development, publishing, education and production. The organisation, founded in 1996, is known for representing a diverse array of artistic endeavour. It has a cross media and collaborative approach attuned to technological advances and fast paced change within digital arts and the contemporary culture landscape. *www.onedotzero.com*

5. Designed by world-renowned architect Ron Arad, Design Museum Holon was inaugurated in March 2010 and has quickly established itself as the most exciting recent development to emerge in the Middle East. The Museum is part of an urban regeneration initiative which aims to transform the City of Holon into a centre for design. Central to Design Museum Holon's mission is to supply an enriching and thought-provoking environment for visitors to explore exciting and engaging design ideas, principles, processes and objects in a tactile and practical fashion. *www.dmh.org.il*

6. The curators and selected designers are available for interviews by phone and email.

8. Participating designers include: Mehmet Akten, James Frost, Jonathan Harris and Sep Kamvar, Simon Heijdens, Feng Mengbo, Ross Phillips, Sascha Pohflepp, Daan Roosegaarde, Daniel Rozin, Karsten Schmidt, Sennep and YOKE, Everyware, Flight 404, Troika and WOW.

For press information or visuals of the exhibition and Design Museum Holon, please contact Sameera Hanif and Amy Ullman at LUCHFORD APM: + 44 (0) 20 7631 1000; sameera.hanif@luchfordapm.com, amy.ullman@luchfordapm.com

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