

MUSEUM OF THE MOVING IMAGE

FOR IMMEDIATE RELEASE

NEW LARGE-SCALE ANIMATED GIF INSTALLATION BY ARTIST EVAN ROTH ON VIEW AT MOVING IMAGE

***A Tribute to Heather* includes ten new works in the ongoing series One Gif Compositions, each on view for one full day on a two-week cycle**

On view in Museum lobby through June 30, 2013

Astoria, NY, March 6, 2013—Paris-based American artist Evan Roth (b. 1978) re-appropriates public space, popular culture, and digital techniques to create surprising and illuminating works both on and off the Internet. Museum of the Moving Image is currently presenting a new installation by Roth, entitled ***A Tribute to Heather***, comprised of ten large-scale animated GIFs, commissioned by the Museum. Each work will be exhibited as a 50-foot long projection in the Museum's lobby for a full day on a two-week cycle. The installation, which opened on February 27, will be on view through June 30, 2013.

These works are part of Roth's ongoing series, One Gif Compositions. For each Composition, Roth embeds a single animated GIF in a website hundreds of times to produce a rich tapestry of color and motion. The URL of each one serves as its title, describing the repeated animation and the background color. Because file load times vary every time a One Gif Composition website is accessed, each viewing is unique.

The ten animations in *A Tribute to Heather*—including wilting flowers, spinning space shuttles, and galloping deer—were sourced from Heathers Animations, a sprawling hand-coded archive of 90s-era animated GIFs and background images operated by its elusive namesake, Heather. Founded in 1999, the site maintains the ethos of the early web, eschewing author attribution and copyright concerns to offer a wandering taxonomy of thousands of downloadable images.

"Evan Roth's delightful interventions and hacker's approach to art-making exemplify the innovative ingenuity that the Museum celebrates," says Associate Curator of Digital Media Jason Eppink, who organized the installation. "These stunning new works provide a perfect entry into the Museum's ever expanding approach to the moving image."

Museum of the Moving Image has been presenting a series of lobby installations that make use of animated GIFs in surprising and innovative ways. Recent installations include *We Tripped El Hadji Diouf: The Story of a Photoshop Thread* (April 17–May 22, and June 15–October 14, 2012), a curated selection of creative and humorous crowd-sourced GIFs that fill in a tale about what tripped a professional soccer player; and *Under Construction* (December 4, 2012–February 24, 2013), hundreds of animated GIFs sourced from personal websites hosted by GeoCities, the popular web service that shut down in 2009.

About Evan Roth

Perhaps best known for co-founding the art/design group Graffiti Research Lab along with James Powderly, Evan Roth has been responsible for the development of many innovative open source projects, including LED Throwies, a type of magnetic graffiti light displays; L.A.S.E.R Tag, a system that lets artists write on walls using a laser pointer and projector; and EyeWriter, a device that allows a user to draw with the movement of their eye. Roth's digital artwork has been widely exhibited in museums and galleries; several of his works are now housed permanently in The Museum of Modern Art collection. Recently, Roth won the 2012 Cooper-Hewitt National Design Award. He is represented by N2 Galeria in Barcelona, Spain. For more information about Roth, visit <http://www.evan-roth.com/>

One Gif Compositions featured in *A Tribute to Heather*:

blimp-on-deepskyblue.com

deer-on-silver.com

email-on-floralwhite.com

fighterjet-on-lightcyan.com

flower-on-lightgrey.com

heather-on-cyan.com

hotairballoon-on-whitesmoke.com

keyboard-on-deeppink.com

revolver-on-mintcream.com

shuttle-on-dodgerblue.com

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MUSEUM INFO

Hours: Wednesday-Thursday, 10:30 a.m. to 5:00 p.m. Friday, 10:30 to 8:00 p.m. Saturday-Sunday, 11:30 a.m. to 7:00 p.m. Closed Monday and Tuesday except for select holiday openings and special programs. Holiday openings include March 25 (Mon), March 26 (Tue), April 1 (Mon), and April 2 (Tue), from 10:30 a.m. to 5:00 p.m.

Film Screenings: Friday evenings, Saturdays and Sundays, and as scheduled. Unless otherwise noted, screenings are included with Museum admission.

Museum Admission: \$12.00 for adults (18+); \$9.00 for senior citizens and for students (13+)

with ID; \$6.00 for children ages 3-12. Children under 3 and Museum members are admitted free. Admission to the galleries is free on Fridays, 4:00 to 8:00 p.m. Tickets for special screenings and events may be purchased in advance by phone at 718 777 6800 or online.

Location: 36-01 35 Avenue (at 37 Street) in Astoria.

Subway: M (weekdays only) or R to Steinway Street. Q (weekdays only) or N to 36 Avenue.

Program Information: Telephone: 718 777 6888; Website: movingimage.us

Membership: 718 777 6877, members@movingimage.us

The Museum is housed in a building owned by the City of New York and its operations are made possible in part by public funds provided through the New York City Department of Cultural Affairs, the New York City Economic Development Corporation, the New York State Council on the Arts, the National Endowment for the Arts, the National Endowment for the Humanities, the Institute of Museum and Library Services, and the Natural Heritage Trust (administered by the New York State Office of Parks, Recreation, and Historic Preservation). The Museum also receives generous support from numerous corporations, foundations, and individuals. For more information, please visit movingimage.us.

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