

Fusion of New Technology and Contemporary Art

The Metropolitan Museum of Manila, in partnership with Samsung Philippines and SM Supermalls, presents their first off-site exhibition in 2013 on the emergence of technology as a popular art medium used by artists both locally and internationally. The exhibits will run from September 26 – October 2, 2013 at the SM Mall of Asia, and October 8 – October 13, 2013 at the SM Aura. Partnered with SM Malls, the MET has presented various off-site art exhibitions in previous years, bringing the public closer to the museum to indulge in the collections. The MET will feature museum programs as a way of raising public awareness and appreciation for the culture and the arts.

In line with the MET's new thrust on contemporary art by Filipino and international artists, the museum has partnered with Samsung Philippines and SM Supermalls for projects that would engage museum audiences with new art forms, particularly video art and animation, indulging the public with multisensory installations and art documentaries.

This exhibit includes the works of leading Filipino artists who made use of the technological advancement and used it as their art form and content, featuring Ramon Estrella, Eric de Guia or Kidlat Tahimik, Peque Gallaga, Louie Cordero, and Johnny and Miguel Alcazaren or the Alcazaren Brothers. The exhibit will also feature works of contemporary artists such as Victor Balanon, VJ Villafranca, Diokno Pasilan, Cocoy Lumbao, and so on. And on behalf of the Animation Council of the Philippines, Inc., the exhibit will feature a selection of videos from Animahenasyon, a Philippine Animation Festival.

The earliest form of video art was used during the 1950's to the 1960's internationally and before it was recognized and experimented on in the local scene. Yet art evolves as society and cultures continue to grow, and parallel this, technology only becomes more advanced and conveniently accessed by the public. Artists now have an easier opportunity in communicating with the audience with the use of video art. Day-to-day films in Filipino and English convey a message with the use of storytelling, but video art breaks down that rule and uses itself as a medium, becoming a moving artwork itself, deprived of structure, but full of meaning. With the use of art and technology, the electronic media is able to reflect a new wave of thinking, perception, and attitude that can influence and change people's lives all over the world.

To see a greater variety of Philippine and international art exhibitions, visit the Metropolitan Museum of Manila at the Bangko Sentral ng Pilipinas Complex, Roxas Boulevard, Manila. Museum hours are from 10 am to 5:30 pm, Monday to Saturday; and closed on Sundays and holidays. For more details, please call 708-7828 or email info@metmuseum.ph.

For inquiries please call Fralynn Manalo at 708-7829.