

ART + VIDEO TECHNOLOGY EXHIBIT
SM Mall of Asia & SM Aura
September – October 2013

A Museum for Art and Technology

The Metropolitan Museum of Manila, in partnership with Samsung Philippines and SM Supermalls, has just finished its off-site exhibition dedicated to video art held last September 26 – October 2 and October 8 – October 13, 2013 at the SM MOA and AURA Premier respectively. The MET aims to impart to its audience an understanding of how technology has influenced contemporary art practice and resulted in the growing popularity of computer generated images. The exhibit features the work of Filipino visual artists based locally and abroad who experimented with the handy camera in the 70's and now produce digital art forms. Video art is largely represented at the MET's newest permanent exhibit of Philippine Contemporary Art. As an extension of the museum, the MET wishes to engage mall goers who will find the medium compatible in such a public setting.

Video art became a popular art form worldwide in the 1950's to the 60's when technology made film cameras accessible to the public. It served as a bridge between commercial film and fine art practices. People were able to bring the film camera into their studios and homes bringing them closer to the new technology of recording the moving image, something that was reserved for professionals. This made it possible for artists to treat images that were familiar and very intimate. The use of this new media was liberating and reflected a wave of thinking, perception, and attitude that broke distances and communication barriers between opposite lives across the world.

The Art + Video Techexhibit presented works of leading Filipino artists who hail from various disciplines like film, graphic design, photography, installation, and animation. Among these artists are Kidlat Tahimik known as the Father of Philippine Experimental Cinema, the Alcazaren brothers with a stop-motion creation, Tad Ermitaño and a sound and digital installation, and the young couple Ivan and Pauline Despi who amaze us with their high definition fractal clips. Included also are a couple of animation videos presented by the Animation Council of the Philippines, Inc. selected from Animahenasyon: A Philippine Animation Festival that gives tribute to the Filipino animation industry.

Accompanying this exhibit were free lectures and workshops on animation that invited both young and old minds to understand both the craft and the industry. Invited speakers were Blog Caliguia and Ramon del Prado, experienced Filipino animators and members of the Animation Council of the Philippines. A hands-on stop-motion workshop was moderated by the brothers Juan and Miguel Alcazaren, who were able to bring out the creativity of a diverse group of students and animation practitioners.

If you missed the exhibit, there is still an opportunity to see more video art at the Metropolitan Museum of Manila, part of the permanent exhibit entitled The Philippine Contemporary: Scaling the Past and the Possible. Visit the museum 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 on holidays. For more details, please call 708-7829 or email info@metmuseum.ph.