

BananaRAM News

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TO WHOM IT MAY CONCERN:

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MEDIA ARE THE MATRIX:

BananaRAM launches its new website and presents the 2004 Mind Control Edition

BananaRAM The World Art Festival – March 30, 2003

BananaRAM launches its new website with a series of artworks dedicated to the 2004 theme: Mind Control.

The website's home page opens with Popcorn a work by Gianluca D'Agostino, that is a tribute to James Vicary's legendary subliminal experiment conducted during the summer of 1957 in a movie theater at Ft. Lee, New Jersey where he placed a tachistoscope in the theater's projection booth, and all throughout the playing of the film *Picnic*, he flashed imperceptible messages "Drink Coca-Cola" and "Hungry? Eat Popcorn" on the screen for only 1/3000th of a second at a time, far below the viewers' threshold of conscious perceptibility.

Chiara presents her 60's style Collant brand, dedicated to the most aggressive audience of female shoppers.

Peter Luining presents a Shockwave animation of television bars that chase each other. Nicolas Clauss, french artist, shows a bio-Shockwave artwork.

Marko Simic is the author of Digital dazibao, a work that allows connected users to write their messages and leave it on it. Letters can be copied, pasted and rescaled.

Mario Melloni, Italian conceptual artist presents the simple interaction of The Skaters, as skating is the most powerful audience catching show.

Globalgroove presents hypnosys, a work that reveal the entertainment power of screens and sound.

Last but not least, BananaRAM presents the world famous Net.Art legendary duo: JoDi aka Joan Heemskerk e Dirk Paesmans, who tribute to BananaRAM an unhappy MAC emoticon that flashes as an error message.

The BananaRAM website will be constantly updated with new animations coming up created by the best artists of the world.

Festival BananaRAM July 6-11th 2004
Mole Vanvitelliana, Ancona – Italy

PRIVACY POLICY

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