Press Release

FOR IMMEDIATE RELEASE

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KATHY MCTAVISH INVITES ART-GOERS TO IMMERSE INTO GENERATIVE ART WITH CHANCE

WHAT:
Kathy McTavish creates a vast immersive soundscape and digital-art experience at the Tweed Museum of Art.

WHEN:
Opening Reception: October 19, 2017, 6:00 – 8:00 PM
Exhibition dates: October 17, 2017 – October 28, 2018

WHERE:
Tweed Museum of Art, 1201 Ordean Court, Duluth, MN 55812

Duluth, MN – The Tweed Museum of Art (TMA) at the University of Minnesota Duluth is hosting Chance, a year-long exhibition installation by media artist Kathy McTavish that explores the intersection of art and technology.

Chance is a site-specific work developed for the Tweed Museum’s Sax Brothers’ Gallery. It is composed of 10 networked machine quartets. A circle in circle orchestration governs the dynamics of each quartet as a spatially-distributed soundscape that follows a given pattern that is repeated in the machine quartets, the color palette on video screens, and in 4 tonal centers that mirror the strings of the cello. The exhibit blends the generated hum of sine waves hovering near 4 tonal centers with a subtle chordal wash of natural sound produced by various organic and mechanical materials. The effect is a near/far aural experience that articulates the space occupied by the audience.
**Chance** is a synergetic installation driven by code that combines image and sound to create a cross-sensory, polyphonic experience. As viewers journey through a landscape of painted walls, they will be immersed in an environment choreographed by code, where a circle of machine quartets engages the ear while each viewer experiences the chance concurrences of digitally generated visual patterns and sounds that shift one’s sense of space.

“**Chance** is an installation of algorithmic artwork that generates a dynamic sensory environment wherein uncertainty, randomness, variability of a networked generative art form is orchestrated to illuminate and reveal the nature of ecosystems, evolution and language webs.” — Kathy McTavish

Printed versions of digital images will be available in the space for audience members to ‘read’ as if these printed booklets were blueprints or a score. Benches and yoga mats will be available for visitors to linger awhile.

**Related Events:**
McTavish will offer special events tied to the installation that involve some community artists. The schedule will be announced on the Tweed Museum’s website.

**About the Artist:**
Kathy McTavish is a composer and digital media artist, with a background in cello performance, mathematics, ecology, music theory and code. Her work uses generative methods - data, text, code, sound and abstract, layered moving images - to build interactive, multi-channel video and sound environments that that flow from the web to the room.

**About the Tweed Museum of Art**
The Tweed Museum of Art is a collecting art museum that holds in trust a historical and contemporary art collection of over 10,000 artworks on behalf of the University of Minnesota and the people of Duluth and the outlying regions. The museum is located on the campus of the University of Minnesota. Hours and directions can be found at www.d.umn.edu/tma or by calling 218-726-8222.
Kathy McTavish Artist Statement

I am a composer and digital media artist. My work blends data, text, code, sound and abstract, layered moving images. My recent work has focused on creating generative methods for building multichannel video and sound environments that flow from the web to the room.

I use generative forms, patterns and metaphors to express infinite flow, torrent, chance, emergence, friction, resonance, change. I create cross-sensory landscapes. I have a background in cello performance, mathematics, ecology, music theory and code. The confluence of these disciplines informs my work as a composer and multimedia artist. I am drawn to multi-threaded, dynamical systems and chance-infused, emergent patterns. As a queer artist I am interested in the infinite, fluid between.

I have created installations for both traditional gallery spaces and for non-traditional storefronts, abandoned buildings, root cellars, cathedrals, barns, warehouse spaces, alleyways and silos. I love to work with physical structures, textures, pipes, beams, dusty windows. A critical part of my installation work is the resonance of a space and its ambient sounds and silences. I like to dwell in the creation and evolution of a work in sounding a space, marking its walls, tuning the whole. I believe art has the potential to open subliminal, submerged aspects of ourselves to foster reflection and transformation. My current body of work explores chance, emergence, friction, resonance, and change. I am interested in using art as an inquiry method to explore ecosystem dynamics, the diverse and interwoven world. Networked machines and chance-infused, algorithmic code draw inter-connected animations. My work uses affordable, readily-available computing equipment. It is rendered in a web browser for desktop, mobile and for multi-channel, projected environments.

I use web standards, patterns and metaphors to express creative outcomes. I am drawn to generative forms for what they can express: relentlessness, torrents and infinite change.
Selected Images

Code-generated graphic with exhibition title.
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