

HOLLYWOULD...



FREEWAVES (FOUNDED 1989)

the always thought provoking media arts organization
is centering its 11th biennial festival around/in/about Hollywood.

FOR IMMEDIATE RELEASE, AUGUST 26, 2008

Entitled **"HOLLYWOULD..."** the festival will fuse media arts and Hollywood Boulevard,
spanning 5 days, from **Thu., Oct. 9 - Mon., Oct. 13.**

IT WILL:

- _ Showcase 160 experimental videos, films and media art from around the world
- _ Transform the world-famous boulevard into a massive, multi-faceted screening room
- _ Enlighten & entertain with special events, screenings, and site-specific happenings at over 40 venues such as: LACE, American Cinematheque's Egyptian Theatre, poolside at the Roosevelt Hotel, the Musicians Institute, King King, the Knitting Factory, and such Hollywood staples as an erotic supply store, a hookah lounge, jewelry stores and a tattoo parlor. And of course portals connected to the festival's unique web-based content.

"HOLLYWOULD..." is a playful and evocative turn both as an international symbol of the American entertainment industry and as a Los Angeles neighborhood very much in flux. Most events are free unless otherwise noted.

www.freewaves.org will come alive as October approaches.



Scenes from past Freewaves events: Left Image: The Getty Museum May 2008, Right Image: Hammer Museum 2006
Photos by Doug McCulloh.



FREEWAVES PRESENTS ITS 11TH FESTIVAL OF NEW MEDIA ARTS

"HOLLYWOULD..."

160 EXPERIMENTAL VIDEOS, FILMS AND MEDIA ART FROM AROUND THE WORLD

HOLLYWOOD BLVD. TRANSFORMED

OCTOBER 9 - 13, 2008

LOS ANGELES, CA – In October, **Freewaves**, a global arts organization, will present **"Hollywould,"** its 11th festival of new media art along Hollywood Blvd. in the heart of Hollywood, California. For five days and nights - from Thursday, October 9 through Monday, October 13, 2008 - the festival will showcase 160 experimental videos, films and media art from around the world on the Freewaves web site and on the iconic Walk of Fame. The festival will transform the world-famous boulevard into a massive, multi-faceted screening room. Selected works will be activated by live events, displayed on LCD screens inside stores and installed in storefront windows. Special events, screenings, and site-specific happenings – most free unless otherwise noted - will take place at various venues such as LACE, American Cinematheque's Egyptian Theatre, the Roosevelt Hotel, the Musicians Institute, and the Knitting Factory as well as portals connected to the festival's unique web-based content.

HOLLYWOOD...



Over 40 physical venues and locations along seven blocks of Hollywood Boulevard will participate in “Hollywood,” from the Knitting Factory at N. Sycamore Avenue to the west (one block east of La Brea) all the way to Kung Pao Kitty at Wilcox Avenue to the east (one block west of Cahuenga). Visit Freewaves’ office inside LACE (Los Angeles Contemporary Exhibitions) at 6522 Hollywood Blvd., Los Angeles, CA 90028 where patrons will find ongoing video installations and pick up festival program guides during “Hollywood.” For more information (coming soon) please visit www.freewaves.org.

“Hollywood,” the theme for this year’s festival, is a playful and evocative turn both as an international symbol of the American entertainment industry and as a Los Angeles neighborhood very much in flux. By placing Hollywood in the conditional tense, Freewaves’ Director **Anne Bray** invited artists to imagine what could be, while exploring the role of art in mass-media-saturated culture and the future of gentrifying neighborhoods. The theme also represents a homecoming of sorts for Freewaves, as the festival’s offices are again located in the LACE building on Hollywood Boulevard.

In-store screenings will take place at the following participating venues during Freewaves’ Hollywood: Abyssinia Gifts from Africa, Bizzy B, Café Audrey, Famima!!, Hollywood & Highland Center’s LED sign, Hightech Electronics, Hollywood Book & Poster, Hollywood Camera and Music, Hollywood Magic, Hollywood Toys & Costumes, Hookah Lounge, Kayden Tattoo, King King Club, Kino Sushi, LACE, Larry Edmunds Bookshop, Los Burritos, Loteria Restaurant, Lucky Devils, MH Internet Lounge, MVA Jewelry, Outfitters Wig Co., Petros K, Prestige Jewelry, Second City Theater, Snow White Cafe & Restaurant, Suit City, Swatch, Tarot Card Reader, The Blue Stone, 25 Degrees Restaurant, Venice Pizza, Virgin Megastore, Woodbury Hollywood Exhibitions, World of Wonder, Yogurt Star, Yonni's Café.

See the “**Schedule of Special Events**” at site-specific locations below.

The wide variety of festival sites reflects Hollywood’s changing character and Bray’s determination to challenge any preconceived notions of where art belongs: tattoo parlors, adult-entertainment and electronics stores, trendy bars and restaurants. Freewaves will also challenge the border between the real-time festival and its online counterpart, Freewaves’ enhanced web site www.freewaves.org. In October, the site will feature web-based works as a distinct genre of media arts.

“Hollywood” will showcase 100 works chosen from an estimated 2000 submissions, with an additional 60 works on the Freewaves web site. “In the past, we’ve used the web site primarily as a form of documentation for the larger festival,” Bray says. “This year, the site will function as a kind of autonomous virtual festival, with works selected specifically for their virtual relationship to the street.” Bray plans to expand the web site to facilitate an ongoing dialogue about the works and themes of “Hollywood,” long after the boulevard reverts to “Hollywood.” The website shows both the glamorous Hollywood myth and its gritty but changing reality.

The selected works were chosen by a distinguished group of international and local curators. The international jury includes: **Magali Arriola**, an art critic and independent curator sharing her time between Mexico City and Los Angeles; **Suhjung Hur**, a curator at Art Center Nabi, a non-profit media art center, as well as a writer, based in Seoul, Korea; and **Jennifer Teets**, an independent curator based in Istanbul and New York, formerly Chief Curator of “El Cubo” at the Sala de Arte Público Siqueiros.

The local curators are: **Ciara Ennis**, the Director and Curator of the Pitzer Art Galleries at Pitzer College; **Julie Lazar**, independent curator and Director of International Contemporary Arts Network (ICAN), **Kenneth Rogers**, a visual culture professor at UC Riverside, whose research is focused on artists’ film and video production; **Chris Scoates**, the Director of California State Long Beach University Art Museum; **Thenmozhi Soundararajan**, Executive Director of Third World Majority, as well as a filmmaker, singer, grassroots media organizer; and **Reggie Woolery**, the Curator of Education for the California Museum of Photography at the University of California Riverside, artist and writer.

HOLLYWOULD...



Executive Director Anne Bray founded the concept of Freewaves and has administered the program since its inception. She has been working in the field of media arts since the mid 1970s as an administrator, artist and art teacher. As the Director, she has continued to see the organization through the technological, social and aesthetic changes of the 1990s to the present. Creating intersections of public art and media art has been her path to providing art for many people much of the time. She teaches graduate seminars in new genres and public art at Claremont Graduate University and the University of Southern California. Her own multimedia artwork is widely exhibited.

The "Hollywood" festival is funded by The Andy Warhol Foundation for the Visual Arts, The James Irvine Foundation, City of Los Angeles Department of Cultural Affairs, Getty Grant Program, Pasadena Art Alliance, National Endowment for the Arts, Los Angeles County Arts Commission, and Freewaves' members.

FREEWAVES "HOLLYWOULD..." SCHEDULE OF SPECIAL EVENTS – THU. OCT 9 - MON. OCT 13, 2008 ~

EVERY DAY:

Remapping - LA Hollywood

Starting at LACE

- _ Pick up a mobile media device and explore the cultural itineraries and portraits created by neighborhood youth, seniors, street cleaners, movie star impersonators, Business Improvement District employees, and new loft owners
- _ Cultural Civic Computing by Fabian Wagmister and Jeff Burke of REMAP
- _ See Superficial Superglow – an interactive LCD installation on the façade of LACE

Thu. 10/9 - 12noon - 6:00pm

Fri. 10/10 - 12noon - 9:00pm

Sat. 10/11 - 12noon - 12midnight

Sun. 10/12 - 12noon - 6:00pm

LACE - 6522 Hollywood Blvd., Los Angeles, CA 90028, 323.957.1777

www.welcometolace.org

LA Forum/Woodbury Hollywood Exhibitions

"Who Is in Charge Here: Authors, Authority and Authoritarianism"

Fri. 10/10 - 12noon - 9:00pm

Sat. 10/11 - 12noon - 12:00midnight

Sun. 10/12 - 12noon - 6:00pm

- _ In an architectural installation, video projections by 10 artists investigate the small spectrum between creation and control in our times of political decisions and lethargy

6518 Hollywood Blvd., Los Angeles, CA 90028

Art Videos on National City Buses

All city buses will exhibit Freewaves-curated new Art Videos refreshed twice daily on Transit TV throughout Los Angeles, Chicago, Atlanta, Orlando and Milwaukee! The material: Most of the bus pieces are excerpts from longer pieces shown during "Hollywood"

EVERY DAY:

Kung Pao Kitty

Happy Hour Screenings

Daily 5:30 - 7:30pm

- _ Visual Cocktail Mix, The End!, Bad Boys All Ages, and CNN Remix (music, violence, disasters, and artists' TV interventions) will be showcased instead of the nightly news, in daily rotation

6445 Hollywood Blvd Los Angeles, CA 90028

323.461.4481

www.kungpaokitty.com

THURSDAY, OCTOBER 9 –

"Art Launch" –

7:00pm – 12midnight

Roosevelt Hotel Tropicana Bar

"Hollywood" Launch Party: Part I

- _ Private Poolside Art Reception
- _ A throng of artists' short videos on screens around the pool and projections in the pool
- _ Complimentary hors d'oeuvres and drinks

7:00 - 10:00pm

7000 Hollywood Blvd, Los Angeles, CA 90028;

323.466.7000

- _ Free for members of Freewaves, LACE, LACMA, MOCA, and Hammer

- _ \$25 to become a member of Freewaves at the door

www.hollywoodroosevelt.com

The Knitting Factory

"Hollywood" Launch Party: Part II

10:00pm – 12:00am

- _ DJ Christine Lang with VJ Safy Sniper
- 7021 Hollywood Blvd., Los Angeles, CA 90028;

323.463.0204

<http://la.knittingfactory.com>

HOLLYWOOD...



FRIDAY, OCTOBER 10 —
"Visual Music I" —
8:00pm – 12midnight

Park at Highland & Hollywood Center for \$2/4 hours
with validation or bike or Metro

World of Wonder

Opening of Uncensored

_ A program of uncensored Freewaves' videos

8:00 – 10:00pm

6650 Hollywood Blvd., Los Angeles, CA 90028,

323.603.6300

<http://wow-storefront-gallery.wowtv.tv>

Musician's Institute

The Goethe-Institut Los Angeles presents: Style in Motion curated by Christoph Dreher

_ Screening of selection of artistically exceptional
music videos 2002 – 2008

8:00 - 10:00pm at The Green Room

6752 Hollywood Blvd., Los Angeles, CA 90028,

323.462.1384

www.mi.edu

The Knitting Factory

Visual Music

_ Pfadfinderei w/DJ Live V.J. performances

_ Highly acclaimed visualist crew

10:00pm – 12:00am

7021 Hollywood Blvd., Los Angeles, CA 90028,

323.463.0204

_ \$10

<http://la.knittingfactory.com>

SATURDAY, OCTOBER 11 —
"Visual Music II" -
2:00pm – 4:00pm

Musicians Institute: The Passage

_ Christoph Dreher, Christine Lang, and Safy Sniper
will be joined by Alan Calzatti to discuss the effects
of music video on international culture

_ Courtesy of Goethe-Institut Los Angeles

2:00 – 4:00pm

6752 Hollywood Blvd., Los Angeles, CA 90028;

323.462.1384

www.mi.edu; www.goethe.de/losangeles

SATURDAY, OCTOBER 11 —
"Streetwise Mobile Media" -
3:00pm - 12midnight

6500 Block of Hollywood Boulevard

_ Eco activities along the street with info tables, street
puppets, man-made parks by Park(ing) day L.A.! a
Fender Blender juicer, Interactive Watershed
Suitcase, Biodiesel FAQ's answers, etc.

3:00 – 9:00pm

Between Schrader Blvd. and Wilcox Avenue

LACE + LA Forum/Woodbury + Paul Gleason Theater

Video screenings and installations

6:00pm – 12:00am

6518-6522 Hollywood Blvd., Los Angeles, CA 90028;

323.957.1777

www.welcometolace.org

Bike Valet by LACBC (Los Angeles County Bicycle Coalition) on Hollywood Blvd. near Hudson St.

<http://la-bike.org>

Mobile Media Nightmares

On Hollywood Blvd.

_ Reversed surveillance at MacDonald's, ballooned
cameras at an altitude of 50-feet, drive by horror
projections counteract barcodes, RFID's and ID
Targets

8:00pm – 12:00am

Bicycle Bell Ensemble, Bike Cite and Bike Ballet

_ Musical and dance performances on the street!
9:00pm

Hudson St. at Hollywood Blvd. on the north side,
opposite LACE

Second City Studio Theatre

Pre-Election Improv Satire

Shows at 8:00pm, 9:30pm, and 11:00pm

6550 Hollywood Blvd., Los Angeles, CA 90028;

323.464.8542

www.secondcity.com/?id=theatres/losangeles and
www.etix.com

HOLLYWOULD...



SUNDAY, OCTOBER 12 —
"DeTours" - 4:00 - 10:00pm

DeTours Around Alt. Hollywood

Starting at LACE

Five different 1.5-hour walking tours of Hollywood from alternative perspectives start every 15 minutes beginning at 4:00pm, sponsored in part by LA Forum.

— Each group will receive mobile media devices to document their tour (Media architecture by REMAP)

— Each tour has a different guide and perspective:

4:00 — Ryan Griffis, artist — *Parking Public: a Tour of Parking Lots and Utopias: Hollywood*

4:15 — Elizabeth Lovins — *Excavating the Lost Hollywood Art Colony*, a walking pod tour, BYO mobile video player & download from

www.freewaves.org/tours/excavating

4:30 — Greg Goldin, architecture critic — *Stepping on the Cracks: Skeptical Promenade thru Hollywood Redevelopment*

4:45 — Matthew Reynolds, visual culture scholar — *The Glamour of Surveillance: A User's Guide to Looking in Hollywood*

5:00 — Sara Wookey, choreographer and Deborah Murphy, urban designer — *Actions of Time and Space on the Walk of Fame*

6522 Hollywood Blvd., Los Angeles, CA 90028,
323.957.1777

reservations at www.freewaves.org

Workshop at LA Forum/Woodbury Hollywood Exhibitions

5:00 — James Rojas, urban planner — playful brainstorming workshop with props and 3D model about Hollywood's future

SUNDAY, OCTOBER 12 —
"DeTours" - 4:00 - 10:00pm

Pig'n Whistle - 5:30 - 7:30pm

5:30 — 6:30pm - Tour groups will regroup and refresh at this classic Hollywood restaurant, while participating in the creation of a tour media collage

6:30 — 7:30pm - Norman Klein talk and video: *The World's Most Schizophrenic Street, Hollywood Boulevard's Imaginary 12-step Program*

6714 Hollywood Blvd., Los Angeles, CA 90028,
323.463.0000

www.pignwhistle.com

American Cinematheque at the Egyptian Theatre

8:00 — 10:00pm

Two media art screenings at the Egyptian-themed theater that is forever Hollywood

— Steven Spielberg Theatre — LA Filmforum presents
Freewaves' Holly Would If She Could: Artists' Replies to Hollywood

— Lloyd E. Rigler Theatre — Los Angeles Plays Itself, by Thom Andersen

6712 Hollywood Blvd., Los Angeles, CA 90028,
323.461.2020

— Tickets via Fandango.com or at the box office
www.americancinematheque.com

MONDAY, OCTOBER 13 —

Day 5: Remapping - LA Hollywood — 6:00 — 9:00pm

Lucky Strike Lanes

Remapping - LA Hollywood

— Smart-phone installation will project self-authored community media collages at the end of each lane
6:00 — 9:00pm

— Happy hour prices 6:00 — 7:00pm

Within Hollywood & Highland Center on ground level
6801 Hollywood Blvd., Los Angeles, CA 90028,

323.467.7776

www.bowlluckystrike.com

For a deeper understanding of Freewaves and this festival feel free to check out this 11-minute interview with Freewaves' Founder and Executive Director, Anne Bray:

— PDF text version: www.freewaves.org/hollywood/interview.pdf

— Audio-only version (opens iTunes): www.freewaves.org/hollywood/interview.m4a

— Audio with accompanying slide show: www.freewaves.org/hollywood/interview.mov

And for the visually oriented, here's a map of Hollywood's festival zone along Hollywood Blvd.:

www.freewaves.org/hollywood/map.pdf



For more information, images and interview requests, please contact Green Galactic's Lynn Hasty at lynn@greengalactic.com and 213.840.1201.

HOLLYWOULD...



Images from past Freewaves events as well as still images from the upcoming "Hollywould..." festival:

Image credit & caption from Left to Right:

- 1.) The Getty Museum 2008: Freewaves' videos spectacularly displayed between the Getty's architecture and gardens in a special two-evening installation curated by Anne Bray, director of Freewaves, during its "California Video" exhibit (http://www.getty.edu/art/exhibitions/california_video/events.html). Photo by Doug McCulloh.
- 2.) From Freewaves' upcoming 2008 festival "Hollywould." Still from: Kiyong Kim's "Ku Klux Kornea" (USA)
- 3.) UCLA Hammer Museum 2006: For Freewaves' 10th festival "TOO Much Freedom?" the LA Times wrote: "with a sprawling installation of projections and monitors that transformed the museum's lobby and upper and lower courtyard space into a massive den of moving imagery." Photo by Doug McCulloh.
- 4.) Freewaves' FunRazor September 2007 - Photo by Accent Creative
- 5.) The Getty Museum 2008: Photo by Doug McCulloh. More images here: <http://www.flickr.com/photos/lafreewaves/sets/72157605835945585>
- 6.) From Freewaves' upcoming 2008 festival "Hollywould." Still from: Szacsva Y Pal's "Pericycle" (Hungary)
- 7.) The Getty Museum 2008: Photo by Doug McCulloh. More images here: <http://www.flickr.com/photos/lafreewaves/sets/72157605835945585>
- 8.) From Freewaves' upcoming 2008 festival "Hollywould." Still from: Martha Gorzycki's "Unfurling" (USA)
- 9.) From Freewaves' upcoming 2008 festival "Hollywould." Still from: Kelly Pendergrast's "Why I Ate Myself" (USA)

These images and more at: <http://www.flickr.com/photos/lafreewaves>

