

Press Release
Input/Output (I/O)

Redefining the art-viewing experience: INTER-ACT! with media artworks at K11!

31.1.2013

Input/Output has actively showcased new media artworks from international artists since our establishment. Seeing the positive response towards our previous summer show "New Media Art Showcase", we continue to bring outstanding interactive works from international artists to the Hong Kong public. In INTER-ACT!, we invited five international media artists to express their creative concepts and explorations in interactivity through their artworks including Japanese art group teamLab, Hong Kong LED artist Teddy Lo, Spanish interactive design unit MOS and Taiwanese artist Scottie Huang and Chuang Chi Wei. Starting from 8th February to 17th March, 2013, you are welcome to come to K11 Art Space and interact with various artworks.

In this exhibition, we aim to redefine the art-viewing experience. Traditionally, viewing is of utmost importance in appreciating an artwork, rarely does the viewing process includes touching. Interactive artworks exist to break the conventional relationship between art and the viewer. In viewing an interactive work, the viewer not only takes the responsibility to view the artwork, he or she is also responsible for taking up the role as "the creator". By placing the viewer as an active participant, the traditional way of artwork viewing is reversed. Interactive works are infused with a gaming element, grasping the curiosity of the viewer, inspiring them to create and participate in the art making process under a joyful environment. This process demonstrates the creativity of both the individual and the community, bringing a unique experience to both the viewer themselves and those around them.

Taiwanese artist Scottie Huang demonstrates the diversity in forms in his work "Portrait of a Dandelion". The changing emotion of the viewer becomes the growth catalyst to the virtual plant. While Chuang Chih-Wei, also from Taiwan, explores the interactive relationship between body movements and light through his work "Surfing on the way of Light". Using the body to compose motion trails, he extends the spatial readability of the work through gliding lights. Hong Kong LED artist, Teddy Lo specializes in using light as his creative medium and created a 24 Somerset Road, Kowloon Tong, Hong Kong T +852 3105 1127 www.inputoutput.tv/off-site

series of data visualization sculptures in 2011. "Alarm of Hue" is one of the three sculptures in the series, its LED lighting system changes its appearance based upon current time. Coming from Spain, the work "Reactable" is created through many years of research. It is a large music synthesizer that allows multiple players to perform. People from all walks of life can easily become a DJ with the Reactable and perform stunning music effects. Japanese creative group TEAMLAB's Media Block Chair is a series of glowing square boxes. Each box can be moved and stacked up like Lego, by placing the boxes in different order, it invites the audience to explore the multiple possibilities in interaction and integration.

By gathering new experiences, these five media artists utilize their creativity to bring changes to the roles of both the artists and viewers. INTER-ACT! invites the public to participate in this unique experience, bridging the audience and media art through interactive technology and fun.

The exhibition starts on 8th February to 17th March, 2013 at K11 Artspace (L107). A special opening reception will take place starting 6 pm on 8th February with a special performance featuring the Reactable. The exhibition is free to public.

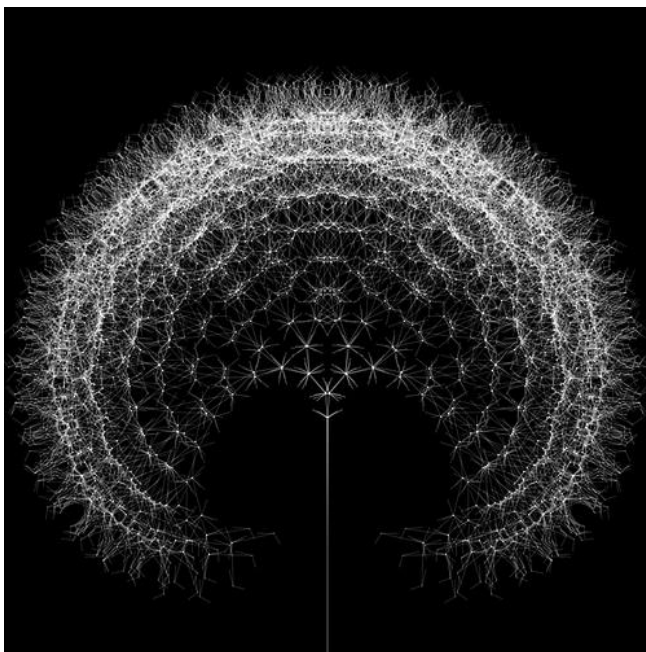
For further information, please visit www.inputoutput.tv/

For media enquiries, please contact Alexa Chow at +852 3105 1127 or email to alexa@inputoutput.tv.

Photo Documentation



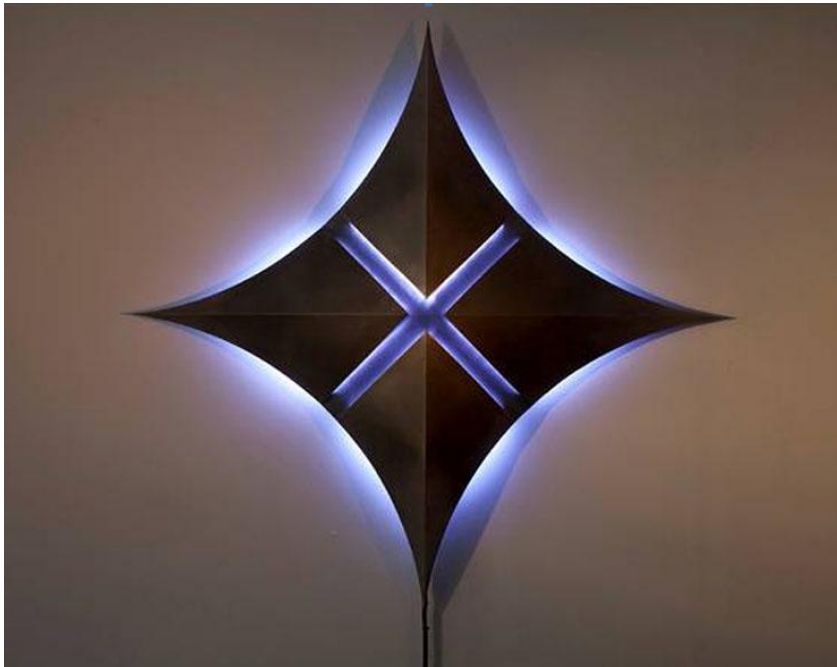
Surfing on the ray of light by Chuang Chih-Wei



Portrait of Dandelion by Scottie Huang



Media Block Chair by teamLab



Alarm of Hue by Teddy Lo



Reactable by MOS