

PROJECT 101

VIDEO INSTALLATION BY AMBRUNO

NOVEMBER 4-25th 2011

501 LEX AT 47TH ST



The London based group of artists, **AMBruno**, presents an installation of 101 individual film works by 40 artists. All the pieces are silent and of exactly 101 seconds (1' 41") duration, these will be screened at The LAB on an array of monitors positioned throughout the space.

Working in various disciplines the members of **AMBruno** were brought together by "their wish to extend beyond their particular discipline, be it painting, photography, video, performance or sculpture". Initially this exploration focused on the medium of artists' books; a number of which are now in private and major public collections, including those of the Tate and the Victoria & Albert Museum.

AMBruno's commitment to experimentation led the members to take their work beyond the material temporality of the book, into that of the moving image. It was proposed that each member develop a screen work with the single formal constraint of 101 seconds duration; being more than a clip but less than a short.

Twenty-three pieces were shown at The Stanley & Audrey Burton Gallery, University of Leeds in March 2010. The success of this has encouraged the group to expand the project by inviting an open international submission for new works, made to the same time specification.

In order to truly represent the formidable variety and quality of proposed pieces 101 works have been selected. These films have been produced with a wide range of technical means, from mobile phones to high-definition video. Forms include animation, live action, sequential stills, written text and computer-generated image.

101 was initiated by Sophie Loss. The project was developed and co-ordinated by Sophie Loss and John McDowall. Additional supervision by Joanna Hill with the help of Judy Goldhill, Claire Deniau and Steve Perfect.

The LAB (for installation + performance art) is a New York based, converted storefront turned fishbowl producing 20+ fast paced performance art and installation exhibitions annually. Aimed at the furious midtown foot traffic, The LAB's programming is designed to confront modern relationships between art and audience and seeks to force an interaction between the high energy, "outrospective" exhibitions it produces and the nearly 25,000 daily passersby. The LAB is located on the North East corner of 47th and Lex and is a Roger Smith Collaboration. www.thelabgallery.com

For further information, images or to schedule an interview with the artist, contact Danika Druttman on 212.339.2092 or email rogersmitharts@rogersmith.com

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PARTICIPATING ARTISTS

Charlotte Andrews John Archer Louise Atkinson Joseph Cutts Sara Dell'Onze

Claire Deniau Manya Donaque Georgia Elizey and Tim Riley Warren Garland

Clara Glyn Tim Goffe Judy Goldhill Joanna Greenhill Jane Grisewood

Joanna Hill; Lilian Igbinosun; Ingrid Jenson; Carl Jaycock; Kurt Johannessen

Paul Jones Sean Kaye and Jenny West Noe Kidder Sharon Kivland Ron Lapid

Philip Lee Simon Lewandowski Toby Lloyd Sophie Loss John McDowall

Katherine Melancom Steve Perfect Veronica Perez Karleson Christina Reading

Lucy Reynolds Rekha Sameer Carl Slater Chris Taylor Susan Trangmar

Cally Trench Helen Wood



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