Insights for Artists on Digital Exhibition-Making

Facilitator: Rea McNamara
Writer, Curator, Public Programmer | Emily H. Tremaine Journalism Fellow for Curators, Hyperallergic
Insights for Artists in Digital Exhibition-Making

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Introduction

(Who am I? Don’t worry, I’ll be TL;DR and just highlight a few things.)
Introduction

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A Very, Very Brief History of Internet Art

Resources:
A Very, Very Brief History of Internet Art: GIFs

A Very, Very Brief History of Internet Art: Hypertext Narratives

A Very, Very Brief History of Internet Art: Avatars

Screenshot of Skawennati’s avatar xox in a gallery from *CyberPowWow 2* (1999), with works from Ryan Rice, Bradlee LaRocque, and Melanie Printup Hope. Courtesy of *Art in America*/artist.
A Very, Very Brief History of Internet Art: Archival Databases

A Very, Very Brief History of Internet Art: Group Artist Blogs

A Very, Very Brief History of Internet Art: Viral Performance

A Very, Very Brief History of Internet Art: Gaming Interventions

Three Case Studies of Current COVID-19 era Internet-Based Projects
**Well Now WTF?**

- Hosted by Silicon Valet
- Co-curated by Faith Holland, Lorna Mills, Wade Wallerstein
- Online group exhibition featuring over a 100+ artists with digital moving image-based practices
- Launched early April, featured related events streamed via Twitch
Exhibition Walkthrough: Well Now WTF?

Screenshot documentation of Well Now WTF? online exhibition (2020).

Courtesy of presenter.
Exhibition Walkthrough: *Well Now WTF?*

Screenshot documentation of *Well Now WTF?* online exhibition (2020), Courtesy of presenter.
Exhibition Walkthrough: *Well Now WTF?*

Screenshot documentation of a Shawne Michaelain Holloway GIF work in the “Stay Home and Masturbate” room.
Exhibition Walkthrough: *Well Now, WTF?*

Screenshots of Eva Papamargariti’s “There’s a joy in letting go” video work, featured in the ‘Zoom Link PLZ’ room.
Well Now, WTF?

- An anarchic net art homage
- Effective use of clean, grid layout and navigation playing with vernacular web language
- Focus on GIF and video works informing the virtual “rooms”
- Connecting to relevant video/streaming social platforms: Youtube, Twitch
American Artist: *Loot*

- [whitney.org](http://whitney.org) commission
- Part of Sunrise/Sunset series curated by Christiane Paul, Whitney’s adjunct curator of digital art
- Launched shortly after BLM protests, “boards up” online catalogue, mimicking museum’s then boarded up appearance
Exhibition Walkthrough: *Looted*

Short video clip of American Artist’s *Looted* on the Whitney’s front page.
Exhibition Walkthrough: *Looted*

Past Work by the Artist

American Artist: *Looted*

- Impactful and critical engagement with museum as a colonial space online.
- A museum intervention furthering artist’s ongoing work around redaction and refusal.
- Mindful of interactions with new and frequent website users.
CRISIS VISION

• Artist-led Instagram project connecting Canadian artists with Spark AR Filters
• Spark AR Studio: free software that lets anyone create augmented reality filters
• In working with Canadian artists like Mikiki and Zeesy Powers, connecting AR with social change
Exhibition Walkthrough: *CRISIS VISION*

Screenshot of Instagram profile for *CRISIS VISION*.
Exhibition Walkthrough: CRISIS VISION

Left to right: screenshot of Mikiki’s “Is It For Me Too” AR Filter, screenshot of an Instagram user using Zeesy Powers’s “Anti Selfie” filter. Both are featured as part of the CRISIS VISION Instagram project.
Exhibition Walkthrough: CRISIS VISION

Left to right: screenshots of Andrea Cooper’s AR Filter shared in a recent CRISIS VISION Instagram posting, with accompanying curatorial text.
**CRISIS VISION**

- Taps into a social platform’s networked engagement, specifically with AR filters
- Connects artists with accessible online tools, enabling wider distribution of curatorial project
- Social platform-focused curatorial projects are vulnerable, documentation is key
Identifying Accessible and Sustainable Frameworks

- Understanding context, and how your project is situated within this broader history of internet-based art.
- Thinking about your community and audience, and allowing that to guide your choice of platform and format.
- Being sensitive and transparent with the systems and algorithms you are engaging with.
- Negotiating social platform outreach and capacity building.
- Looking beyond immediate impact, and considering how project is archived.
Open Conversation

Co-conspirator Networking
Skills Exchange
Wanna talk more?
@reeraw (twt + insta) | rea@hyperallergic.com