



AV FESTIVAL 10 HIGHLIGHTS in SUNDERLAND
International Festival of Electronic Arts
(5-14 March 2010) www.avfestival.co.uk

The North East based biennial AV Festival is one of the UK's largest international festivals of electronic arts. It returns to Sunderland, NewcastleGateshead and Middlesbrough this year (5-14 March), presenting a diverse programme of work including 24 exhibitions, 20 performances, 10 screenings, 14 talks, 4 club nights and 3 symposia, by over 100 visual artists, musicians and filmmakers, and will include 15 World Premieres of new AV Festival commissions.

The theme of this year's Festival is 'energy' and all the works in the Festival respond to this idea in some way ranging from sound, light and mechanical energy, to the spiritual and human.

Carol Bell, Head of Programme Development at Culture¹⁰, said:

"AV Festival 10 is set to be the best yet with a real diverse programme of events, many of which offer a variety of opportunities for engagement. The theme of energy shines through and is sure to leave those involved feeling they have experienced something both unique and special."

Highlights in Sunderland include:

- * Big Water - Bring your trunks to an electronic music concert, and listen in and out of the water at the Sunderland Aquatic Centre.
- * Buddha Machines - Listen to a free installation as ambient music's answer to the iPod takes root amongst the plant life in Sunderland Museum & Winter Gardens.
- * Heliocentric - Free moving image exhibition illustrating our relationship with the sun at the Northern Gallery for Contemporary Art.
- * Incandescent - Free interactive installation in the Pilgrim Pub celebrates the electric light bulb invented by Sunderland born Physicist Joseph Swan.
- * Work Force - Free exhibition at the National Glass Centre of films exploring the vibrant glassmaking industry and labour from the 1970s to present day.

- * BIG WATER, an electronic music event that can be enjoyed by audiences either in or out of the water, at Sunderland Aquatic Centre. Music by pioneering German musicians Cluster and Newcastle based group, :zoviet*france: (Weds 10 March, 7.30pm, £5).

Bring your trunks or swimming cossie and experience the strange sensation of listening to music underwater, and hear first hand how sound travels 4.5 times faster than through air. One version of the music will be played through an underwater sound system, and another different version of the performance can be experienced poolside. A rare UK performance by original members of seminal German experimental group and pioneers of 'krautrock', Cluster, (Hans-Joachim Roedelius and Dieter Moebius), who were major instigators in the development of contemporary popular electronic and ambient music. They were hugely influential in the '70s and inspired artists such as John Foxx of Ultravox, David Bowie, Brian Eno, Alex Paterson of The Orb, and Julian Cope, and today aged 75 and 65 are as vital as ever. This is an homage to their 1979 album called Grosses Wasser (Big Water) :zoviet*france: and Cluster are supported by Newcastle based DJs Fratelli di Rimini of the infamous Road to Rimini club night.

* BUDDHA MACHINES, a free sound installation in Sunderland Museum & Winter Gardens, (Fri 5 to Sun 14 March. Mon-Sat 10am-5pm, Sun 2-5pm).

The Buddha Machine is ambient music's answer to the iPod; a small battery powered electronic music player that produces continuous enchanting sound loops. Partly inspired by a popular Chinese gadget that intones Buddhist prayers the machine was created by electronic duo FM3. Influential British musician Simon Fisher Turner, renowned for his film soundtrack compositions (notably for Derek Jarman films Caravaggio, The Garden and The Last of England) will install over 50 Buddha Machines in the tropical splendour of the Winter Gardens instilling a restful, Zen-like experience to Sunderland.

* HELIOCENTRIC, a new commission by artist duo, Semiconductor (Ruth Jarman and Joe Gerhardt) in a free exhibition at the Northern Gallery for Contemporary Art. (Fri 5 March-Sat 1 May. Mon & Weds 9.30am-7.30pm, Tues, Thurs & Fri 9.30am-5pm, Sat 9.30am-4pm).

Heliocentric is a new commission by Brighton based artists Jarman and Gerhardt, which features a soundtrack by musician BJ Nilsen. Their multi-screen moving image installation tracks the sun from dawn to dusk across several distinct landscapes including Kielder Forest in Northumberland. It debunks the misconception that the sun is in motion across the sky, when in fact it is the earth that is rotating! . The exhibition also includes work made as a result of their residency at the NASA Space Sciences Lab in California in 2005-6.

* INCANDESCENT, a free interactive audio-visual work celebrating the incandescent light bulb, by digital artists' collective SDNA in the Pilgrim Pub, Fawcett Street. (Fri 5-Sun 14 March, 5-7pm).

Incandescent is an audio-visual exploration of the incandescent light bulb from its birth 130 years ago to its impending extinction. In the Pilgrim Pub, once part of the Athenaeum, in 1846, Sunderland born physicist and chemist, Joseph Swan attended a lecture by physicist W Richardson that inspired him to invent the light bulb. His house, Underhill on Kells Lane in Low Fell, Gateshead was the first in the world to have working light bulbs!

* WORK FORCE, a free exhibition at the National Glass Centre of films exploring the vibrant glassmaking industry and physical labour from the 1970s to present day. Including seminal local filmmaking collective Amber Films visual record of a glass factory in Lemington on Tyneside and a newly commissioned film by Newcastle-based filmmaker Mat Fleming who will teach himself glassblowing! (Fri 5 March - Sun 2 May, 10am-5pm).

Ends.

For AV Festival 10 press enquiries please contact:

Nicky Harrison, White Hot Communications
T: 0191 280 8020 / 07824 390826
E: nicky@whitehotcomms.co.uk

Clare Wilford PR
T: 020 7729 6751 / 075 4575 6462
E: clarewilford@o2.co.uk

NOTES TO EDITORS:

AV Festival 10: Energy
AV Festival, c/o Tyneside Cinema, 10 Pilgrim Street,
Newcastle upon Tyne NE1 6QG
www.avfestival.co.uk

AV Festival was initiated in 2003 to acknowledge the growing role that technology plays in creativity. Three editions of the AV Festival have taken place to date, in 2003, 2006 and 2008. 43,038 people attended AV Festival 08, which was held across three urban centres in the North East.

Electronic art is a vibrant interdisciplinary field of creativity. It includes work across the spectrum of visual art, music, performance and film created using technology and electronic media. It includes artists working collaboratively with scientists and occupies diverse spaces.

AV Festival 10 is organised by Audio Visual Arts North East, an independent charitable company. AV Festival 10 forms part of North-East England's world-class programme of festivals and events developed by culture¹⁰.

AV Festival 10 collaborators to date include: amino, BALTIC Centre for Contemporary Art, BBC Big Screen, Bow Brand, Contemporary Art Society, Circa Contemporary Art Projects, Cleer, CRUMB, Culture Lab, Discovery Museum, EAT! Festival, Environment Agency, Gallery North, Great North Museum: Hancock, Habit, Gallery: Great North Museum, Laing Art Gallery, mima (Middlesbrough Institute of Modern Art), Middlesbrough Town Hall, MMM, Narec, National Glass Centre, Newcastle ScienceFest, Newcastle University, Nexus, Northern Gallery for Contemporary Art, Northern Lights Film Festival, No-Fi, NRFTA, Polytechnic, PRMNT Vibes, Road to Rimini, Reg Vardy Gallery, Science City, Star & Shadow Cinema, Sunderland Aquatic Centre, Sunderland Museum & Winter Gardens, Sunnyside Partnership, Teeside University, The Arts Catalyst, The Sage Gateshead, Tyne & Wear Archives & Museums, Tyneside Cinema, and

Vane.

Media partners include: The Wire magazine and Little White Lies

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The full programme and website for AV Festival 10 will be launched on 20 January 2010: www.avfestival.co.uk