



Jennifer Kincaid Contemporary Art
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NEWS

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Bay Area artist selected to present installation at Milan academic conference

San Francisco-based installation artist Jennifer Kincaid will show her multimedia audience-participation art work "Six Factorial Times Four to the Sixth" at GA2008, the 11th Generative Art International Conference at the prestigious Politecnico di Milano University in Milan, Italy, December 12-18.

Kincaid is one of only three US artists invited to design an art installation for the conference, which will host over 70 presenters from all over the world. Besides artworks, also featured at GA2008 are academic papers from scholars at universities in 21 countries around the globe including China, Netherlands, Switzerland, Australia, Brazil, Greece, Tunisia, France and Iran.

"I'm very excited to be invited to this conference, because it is rare for an artist to be featured at an academic conference," Kincaid said, "especially at a university as well respected as Politecnico di Milano University." The university, which teaches only architecture and engineering and has about 40,000 students, is the largest technical university in Italy and the oldest university in Milan. "With this conference in its 11th year, the importance of Generative Art is already well established," Kincaid said. Generative art refers to any art practice where the artist creates a process which is then set into motion with some degree of autonomy contributing to or resulting in a completed work of art.

Jennifer Kincaid's work focuses on audience-generated content, a new genre of art practice based on audience participation and the social networking

phenomenon. Kincaid's installations incorporate visual art, technology, and audience participation to create experiences which enable audience members to connect with each other while exploring provocative topics in art-centered spaces.

Kincaid will show her multimedia project, "Six Factorial Times Four to the Sixth," which began at a 2006 residency at New York's School of Visual Arts. Its continued development has been funded in part by the James Irvine Foundation, the Humboldt Area Foundation and North Coast Cultural Trust. Described as "fun and engaging," the project is designed to enable people from all walks of life and cultures to directly participate in creating content for an art exhibition and, as a result, engage in a creative experience.

"Six Factorial" (as it is called for short) consists of six large, brightly colored panels which are rearranged by audience participants utilizing a dice game. Each participant is photographed with the unique arrangement created by their roll of the dice and the photographs are displayed as part of the installation. This year the live performance was adapted into an electronic art game to ensure the work could be completed. "Interactorial" allows internet users to play an art game based on the installation.

"While much of my work could technically be called Generative Art, the emphasis is on the social aspect. I create works for people. It's the process of the dice roll and the total number of possible combinations that makes this work Generative Art." Remarkably, almost three million participants will contribute to "Six Factorial" through the live performances and the online game before the work is complete.

For more information on Kincaid's work go to www.jenniferkincaid.com or contact Jennifer Kincaid at (415) 240-6788. Play the online game by logging on to www.interactorial.com.



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Jennifer Kincaid's audience-generated content work entitled "Six Factorial Times Four to the Sixth" (shown here with an audience participant) and its online adaptation "Interactorial" will be featured at GA2008, the 11th Generative Art International Conference in Milan, Italy, in December.