

## Electrohype 2010: Objects [🇸🇪 Ystad]

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### Electrohype 2010 – The Sixth Biennial for Electronic Art

:: November 27, 2010 – January 30, 2011 :: Opening: November 27; 12:00 - 4:00 pm :: Ystad Art Museum, St. Knuts torg, Ystad, Sweden.

The theme for this year’s biennial is **objects**, a suitable theme for an exhibition that will be presented in an art museum, where the object, in the sense of an artwork often is focused upon. Both historically and in contemporary art.

Previous Electrohype exhibitions have often included spatial electronic art installations, but this year we are focusing on the electronic art work with a more defined physical frame. Within this defined frame, there will be width, ranging from the mechanical to the organic, from sound to light and from dry observation to humor.

The following artists are participating in the exhibition:

- boredomresearch, Great Britain
- Serina Erfjord, Norway
- Sion Jeong, Korea
- Yunchul Kim, Korea
- Nikki Koole, The Netherlands
- Diane Landry, Canada
- Caleb Larsen, USA
- Enrique Radigales, Spain
- David Rokeby, Canada
- Norman T. White, Canada

Curators: The exhibition will be curated by Anna Kindvall and Lars Gustav Midbøe.

One important goal for Electrohype has always been to present new art for a broad audience. This is why we choose to work closely with established art institutions, and present new art in a well known and established context. We are therefore proud and happy to be able to show this exhibition in Ystad Art Museum, an institution with a good tradition of combining tradition and avant-garde.

This year Electrohype also celebrates ten years as an organization. From a modest five day event in the autumn in 2000 the biennial has grown significantly in size and format to become the largest reoccurring event for electronic art in the Nordic region. The last biennial was presented in Malmo Konsthall during the winter of 2008 – 2009 and had close to 50 000 visitors.

Electronic art, and technological art, mirrors our relationship to technology we deal with in everyday life, – and our dependence on this technology. Electronic art might not be the most accessible art genre, but through a good selection of works and good exhibition dramaturgy we want to entrap the visitor and offer them a series of rich art experiences.

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