

Produce, Consume

Written by Matt Troy | Edited by Hillary Wood

The project is a custom iteration of the speed show format, involving a reworking, adjustment or change of existing websites into the produce.consume.net format.

Produce, Consume is an exhibition that invites the public to access and explore new tools for sharing, seeing, and creating within an online landscape. The project involves altering existing websites and commissioning new ones into the produceconsume.net format.

Essentially, produceconsume.net becomes a gallery, a portal for web apps that allow users to create customized, individualized content. Each piece of media, a unique reflection of the user who creates it, is displayed on the exhibition website indefinitely.

User engagement with the provided tools generates a file that is catalogued and immortalized forever online as a file: mp3, jpeg, gif, or text. Each file explores a component of human sensory interaction—for example, sound and audio; touch and feeling; seeing and being seen; commerce and language. These user-generated files, varied in intent and subject, are then indexed and catalogued into a constantly updating online gallery.

Art websites from around the world have joined together to feed their digital artwork directly to the exhibition site, which acts as both an index and a gallery. Displaying websites in groups is known, in net-art circles, as a “speed show.” Using the speed show format, nine unique but similar websites of international origin will be displayed. Participating website developers include Kim Asendorf (Germany), Michael Borris (France), Joseph Yolk Chiochi (USA), Chris Collins (USA), and James Hicks (United Kingdom). The project also features the premier of three newly commissioned artwork websites created by Vancouver-based artists Patrick Daggitt, Dan Leonard, and Chimerik 似不像.



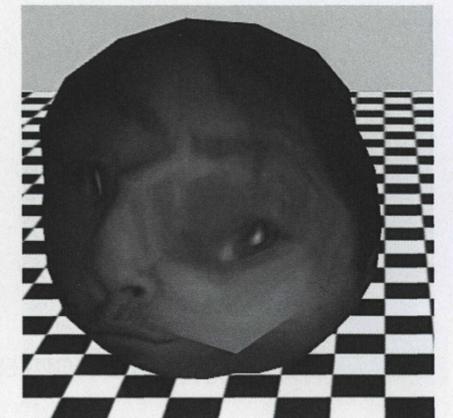
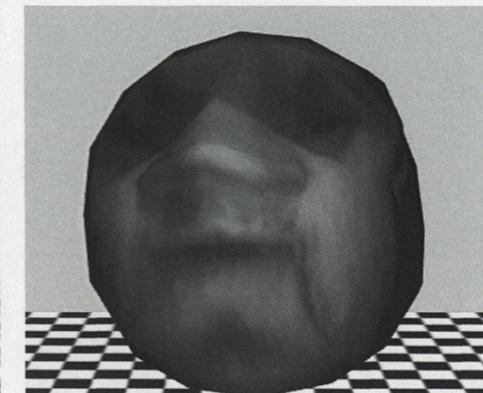
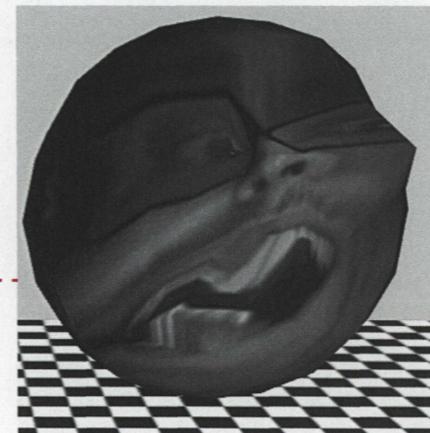
The project is a custom iteration of the speed show format, involving a reworking, adjustment or change of existing websites into the feed.net format. The websites will be altered or renovated to post directly to Twitter. However, these new website tweaks will only be available to the physical audience within the gallery and those who enter the sites through produceconsume.net.

Only those who come to the physical exhibition, or produceconsume.net, can use these custom websites and enjoy their user-created items online afterwards. These intersections between the real and virtual, physical and digital, and local and general audiences are the basis of the resulting net-art projects.

Visitors to both the physical and digital galleries of produceconsume.net will be able to access each website. As some websites are produced by artists, others are consumed by the ongoing exhibition. As the media is produced by the audience, so also is the audience consumed by the media. Much like the Internet, this endeavour pushes boundaries of locality and specificity, offering a contribution to the notions of global citizenry and participation, and connecting artists throughout the world into close collaboration. In this context, our exhibition seeks to lay important physical groundwork into the showing, distribution, and dissemination of internet-based artwork within non-virtual space.



produce.consume.net



Curated by Matt Troy
Kim Asendorf
Michael Borris
Chimerik 似不像
Joseph Yolk Chiocchi
Chris Collins
James Hicks
Patrick Daggitt
Dan Leonard



Canada Council
for the Arts

Conseil des Arts
du Canada



BRITISH COLUMBIA
ARTS COUNCIL
Supported by the Province of British Columbia