

FACTORY-ART gallery

Mommensenstraße, 27 charlottenburg 10629 BERLIN

+49.(0)30.31809794 factory-art.com info@factory-art.com

BridA / Tom Kerševan, Sendi Mango, Jurij Pavlica

Formed: 1996

Living and working in Šempas, Slovenija

Artistic education:

All three members of the group finished the academy of fine arts in Venice. (Accademia di belle arti Venezia) in 2002/2003

Selected works:

Modux



Interactive installations : Modux 1.0, Modux 3.0 Modux 3.4,
© 2006, 2008, 2009

Modux is a project of sampling ideas, matter and surroundings using scientific systems to form autonomous modular cells – moduls and reinterpreted visual composition with the acquired moduls or modular composition. In this experiment BridA gather the informations that belong to a moment or space and can be stored in a permanent form. These can be in the form of a sketch, photograph, sound, temperature, air pressure or infact a combination of given data we perceive. They codify the gathered information or samples into a senseful cell, to which the necessary catalyst for further elaboration and enable cell linking is added. Elaborated cell becomes a modul ready for use. The sense of trasforming of gathered information into codified notes or moduls is the research of new idiomatic expressions. The sources, that would generally be used to form an artwork, are mathematically converted into scetches which are not dependant of our temporary perception and instead are a standardized copy of a chosen source.

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Modux 1.0



Multi media installation © 2006

In the stage of the project Modux 1.0, BridA made a step forward as regards the conceptual development of the project: modern digital photography was deconstructed to its basic form -- a square, which again became only a shape, to which content is added. The group again collected data on a chosen location, this time it was statistical data on the city population. The observers were again involved into the project: random by-passers on the street had to choose from available data, read it and select coloured squares of different dimensions according to their own interpretation. The shots were subsequently mounted into a dynamic composition that looked like a digital record - coloured squares caught into a net. The installation was accompanied by sound recordings of the read statistical data

Modux 3.0



Interactive installation, ZKM Karlsruhe and Museum of Modern art Ljubljana © 2006/2007

With the Modux 3.0 project Brida created a sort of in-between or half-product which only serves to manipulate information, as opposed to a product which delivers information. In order to avoid their subjective interference, they have used mathematical systems to manipulate data and information. The product therefore evolves without the direct control of the artist, enabling the observer to arrive at a personal interpretation. They have managed to make their project some kind of living system that develops on its own

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MODUX 3.4



Interactive installation, Kassel Kunsttempel and Lentos Museum Ars electronica linz

© 2008 / 2009

The Modux 3.4 project might be defined as a dynamic formula in which the relation among unknowns is determined by the pattern of dynamic schemes of various complex movement systems of organisms and relational elements – the characteristic movement dynamics brings forth comparable forms and shapes. Thus we might compare the movement pattern of microorganisms (paramecia or bacteria) and that of people in certain urban environment. The project is not only a cybernetic experiment but also addresses the question of hermetical artistic interpretation detached from the perception of the observer. This project is an attempt at integrating the observer into the very core of the composition making him an upgrade and an essential component of a work of art.

Information accelerator



Interactive installation, City gallery Ljubljana and City gallery Nova Gorica

© 2007/2008/2009

Information Accelerator; it unites and combines the processes of transmitting and receiving information, of directing and channeling it in an extensive system of tubes or pipes. This module spans the entire gallery as some kind of conduit, making the flow and processing of all kinds of information possible. In BridA's words "such a structure can be compared to a traditional drawing resembling a network of wires and channels. In such case, the drawing would be understood as a topographical grid for combining information in diverse ways, multiplying it, dividing it, adding it up and subtracting it, drawing the path to the final message in some sort of system of coordinates." Information Accelerator is a system of pipes, a duct, or an installation consisting of all the necessary equipment for such a device to work. It contains elements for observing the exterior world and for contacts with it (e.g. control monitors, interactive switches, sound units, microcontrollers for monitoring and guiding various operations).

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Printed circuit boards



Lightboxes with circuit boards. © 2008 / 2009

Topographic structure of a drawing enables some kind of orientate entrance into a painting work. In its geometrical structure it is possible to unveil different applications of various possibilities of information directing. Following the conducts we can explore different artistic elements that are conceptually or objectively related to the transfer and manipulation of various information contents.. Whereas the physical property of the copper lines permits the information flow. A rather complex system of circuit boards are canalizing the energy transfer and with it the actually possibility of information transfer. Symbols and content are at the same time channels in which the information travels, data, commands, electric power..Shortly, all conditions for physical transfer of information are enabled

Trackeds



Multimedia instalation with software , video , photo and tracking system device © 2009/2010

Trackeds is the research of different dynamics of movement and topographical structures in the town. The framework is composed by the records of different locations and points of hyper-dynamic situations. The result is an explaining of a nonlinear equation that represents a chaotic movement of modules and self-organizing structures in certain situations. Artists are analyzing the process of how to construct a visual work, in particular bi-dimensional space with different layers.. Instead of a personal or subjective interpretation of a certain phase in their process, they prefer to automate some activities with different commands and mathematical equations. For this project BridA wrote a special software application to trace people and objects in the streets. The visual composition is a still image combined with the software graphic application representing traced object and subjects, all graphic applications and images are controlled by the software running on open-source operating system.

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DIY (audio instructions on how to make a painting)



People on streets creating the painting based on given instructions © 2005

To be able to breakthrough the hermetics of a creative process and relation of values in the way the artwork is realized, it is necessary to consciously change the tradition, leading to a conscious experiment, which, through scientific precision of dosage and calibration of effect, dictates the possibility of formatting new artwork. The experiment is formed reversibly in relation to the questions that arise concerning the process of realization of traditional artwork. Questions » Is the immediate transfer of art onto the surroundings and society possible ? Can the artwork be independent from the artist? How to define the critical distance between artist and artwork within the realization process ? How to change the sequence of events of realization of artwork ? « lead to the reevaluation of already familiar and consolidated process. Demanding its dismantlement and new synthesis with different approach.

Les Mouches



Multimedia installation, Monitor with real ham inside and video. © 2009

When Zeuxis unveiled his painting of grapes, they appeared so luscious and inviting that birds flew down from the sky to peck at them.” BridA proves that the Greek mythos is alive - even in the digital realm.

Text: Hans Diebner

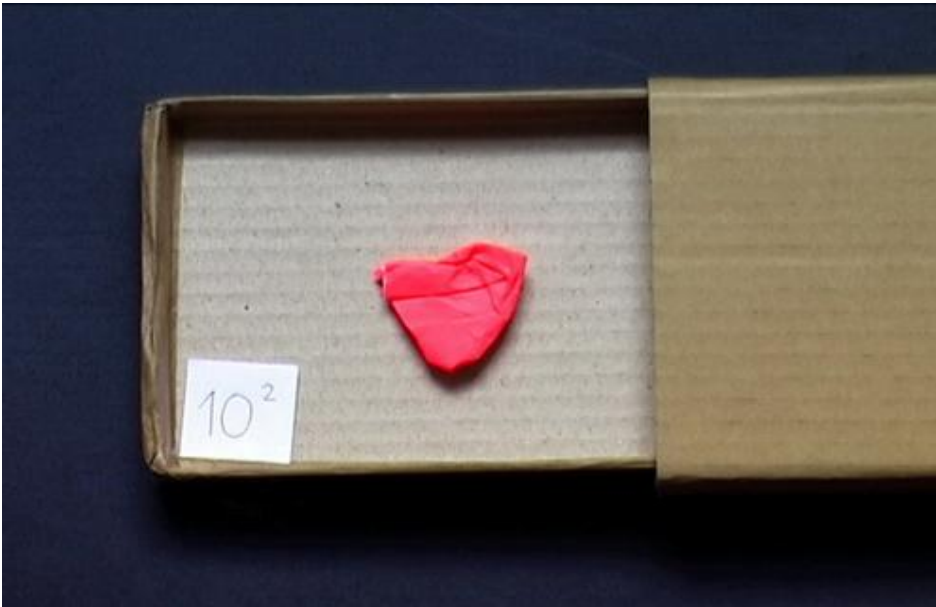
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SELECTED VIDEO PRODUCTION

How big is your heart?



Still image from the video , time: 0:36, © 2009

This video is a question of responsibility and awareness about risks of such a new technology as Nanotechnology. Who will have advantages and privileges? Do we have enough consensus and auto criticism?

Nanopill



Still image from the video , time: 0:38, © 2009

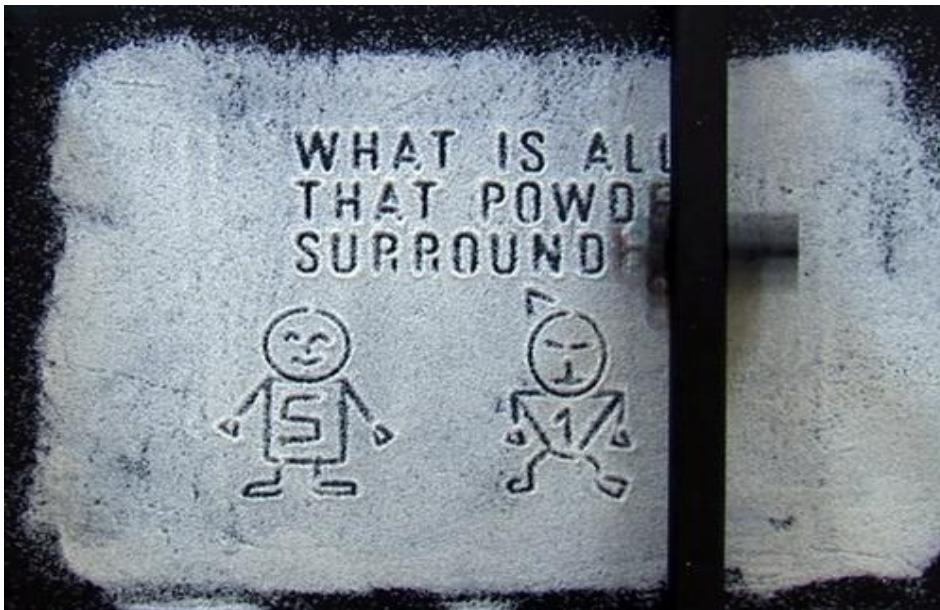
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Nanopil is a short animated video created for the project supported by the EC Time For Nano. This is a project about communicating of an emerging technology like nanotechnology, mainly to the young generation. The main question is about new possibilities and also about risks of a such new technology which will probably have a great impact on our future life.

Nanoplot



Still image from the video , time: 2:09, © 2009

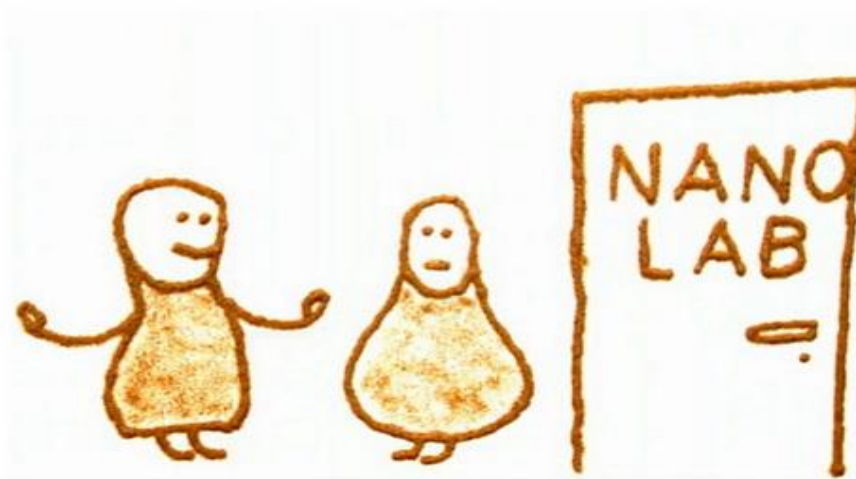
In Nanoplot a plotter, an obsolete printing machine from the Eighties, has been adapted to an uncommon operation. The robotic hand of the machine and the noise it makes while working become a paradoxical scenery, an ambiguous world evoked by technology. At the same time, the plotter – normally used for technical drawings – becomes a performer, telling a story and giving it its own peculiar rhythm and time. In this fictional world, the two characters of the story talk about nano particles as their living space. They don't understand the situation, apparently they have been created by chance and for a very short time. Nanoplot is an attempt to explore, with unusual means, a still unknown space-time dimension: the nano world. This world is made of particles that can be manipulated only using special microscopes (such as the Scanning Tunneling Microscope STM, or the Atomic Force Microscope AFM) with a needle as big as a carbon molecule and able to move nano particles.

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Nanobug



Still image from the video , time: 2:09, © 2010

For this video BridA used a special technique that gives the video a particularly dynamic feel, even if the characters are not moving. We can see and read the video like a comic. The only animation is the creation of the figures itself. The images are created by the sand and this is a tribute to the known physical property of nanoparticles called 'self-assembly'. The story is about a bald man who doesn't have any arms. He meets with a friend who recommends that he visit a NanoLab where the nano scientist will help him. Using nanotechnology, the nano scientist makes the armless man's dream a reality and he gets arms. He is really happy but the next day he is back to the Nano Lab asking for something more, he wants to surprise to his girlfriend with a new haircut! But something goes wrong and he comes out with six hands, like an insect. His girlfriend gets scared and she runs away. Now he is sad and is asking himself what happened. The science and technology can help us to solve some problems and disease but misuse can end with undesirable effects.

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Lunch Break



Still image from the video , time: 19:53, © 2008

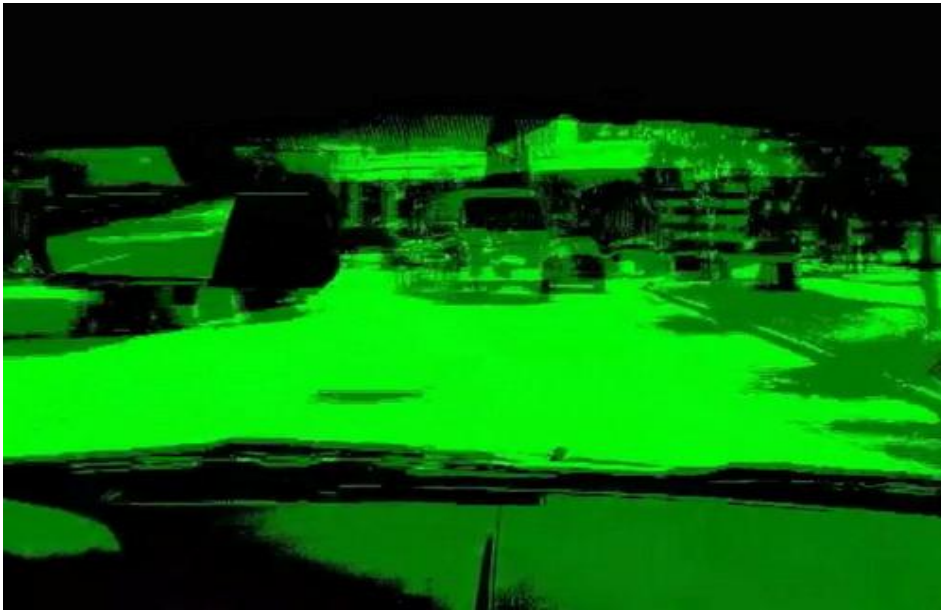
Is the research of time and space in multiple layers of sound, image and apparently boring everyday situations. Layers that are usually completely mixed in videos can be red in this case individually. A new story is being built. Authors of the video are same time main characters of the video and doing so we have put ourselves in the same unstable and chaotic situation.

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Layers



Still image from the video , time: 02:29, © 2008

Video is comprised of multiple layers that merge together and create a different picture of time and space. A drive with car through the city and a choice of different directions in crossroads opens the eternal questions of alternatives in life that constantly appear and a lot of times two different paths brings us to the same final point

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Viktor



Still image from the video , time: 02:33, © 2007

Video Viktor is yet another gathering of contrasts that are very typical for this land on Baltic coast. In the background there is a heavy industry, oil terminals, etc.. in the front there is a wish for creativity and freedom , both merged with a memories of younger history that people remember with mixed emotions. Karosta, a former soviet, secret military town, a place that we visited as resident artists in July 2007 is full of creative energy

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Radioteleskop



Still image from the video , time: 09:40, © 2008

A look through the window of a telescope, based in Irbene (Ventspils, Latvia) in a deserted Nordic landscape gives a feeling of a physical distance , that we intensify while we film people as observers. We didn't understand very well their language and their culture but still their messages were very expressive and clear to us. There was no need to ask any questions to people that we have met. They talked and talked and it seemed everyone had their own story already prepared and waiting for someone to listen to it.

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Ca' nun ce sta' nisciuno



Still image from the video , time: 03:05, © 2009

The video is a result of a collaboration with Oppy De Bernardo. The story was conceived through the dialogue and confrontation in the time of Oppy's staying at our residency program in Šempas. The main idea was to discuss about migration situations that concern his family history and also the intense migration of Slovenians and other Slavic people in Switzerland, mainly for work and also for political reasons. The simplicity of the rural life and the strong connection of people in Šempas to the agriculture was also the main inspiration for Oppy, he told us that he always had an intense desire to drive a tractor

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BridA / Tom Kerševan, Sendi Mango, Jurij Pavlica

BridA / Tom Kerševan, Sendi Mango, Jurij Pavlica (SI), a group of artists that formed in 1996, while the members, were still students at the Accademia di Belle Arti in Venice.

Since then the BridA has developed a series of top-level artistic projects at an international level. It questions the artistic contents and researches the contemporary society

BridA's collective work constitutes a new, active, and unified group subject that approaches artistic production as an entity, above the individual aspirations of the members of the group.

The work in a group, with the signs of an enterprise or of an organisational system, is for them a challenge. Their production is based on videos, graphic arts, painting, photography and multimedia installations. The continuous passage from the two-dimensional artistic surface in a tri-dimensional space is reversible and alternating. It is similar to a journey, where the path is more important than the destination. For BridA the search for the path and the process of creation is more important than the final product. The processes of research and technological application are part of the artistic creation and are oriented in an artistic production, which acts as an independent body and can be self-updated and self-completed. The BridA combines technology and artistic thought. This kind of investigation and knowledge of the machine technology is in itself an artistic process.

They are developing projects concerning art and science, collaborating with different research institutes. Their most relevant projects are: Modux, Information Accelerator and Trackeds.

Lectures and presentations

Accademia di belle arti Bologna, March 2005

University of Maine, Orono, Usa, October 2005

Kassel Kunsthochschule, Kassel, Germany, December 2006

ZKM Karlsruhe, Germany, January 2007

Academy of fine arts, Ljubljana, part of cooperation between the universities of Ljubljana and Kassel, October 2007

Ginger Zone, Modux, Scandicci, Firenze, Italy, May 2008

SCCA, Ljubljana, May 2008

Hans H. Diebner: Performative science / galerija Kapelica, April 2008

MFRU, International Festival for Computer Art, Maribor, Slovenia, October 2008

Soočenja, THE NEWEST VIDEO PRODUCTION, City gallery Nova Gorica, October 2008

ARTVERONA, D'EST young slovenian artists, Verona Italy November 2008

Columbia University, New York, Usa; Somewhere between art and science, October 2009

University of Maine, Orono: Somewhere between art and science October 2009

Cassero Bologna, Italy, Falso Oreste conference June 2009

Artist-in-residence

Tarcento-Centro Culturale Ceschia Italy July 2004

University of Maine – Orono (usa) October 2005

Temple Bar Studios and Gallery – Dublin, Ireland, January-February 2006

Zentrum für Kunst und Medientechnologie – Karlsruhe, Germany, December 2006-January 2007

K@2, Karosta – Liepaja, /Latvia, July 2007

Fondazione Antonio Ratti, Como, Italy, July 2008

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Bibliography

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Alenka Gregorič: BridA, Spike art magazine Wien, April 2008
BridA;,Data Collision, April 2008
Sarival sosič: BridA, Forum magazine of slovene art critics association, N.1, p,119-133 April 2008
EU commission: Art & Science, Creative Fusion, EU brochure, April 2008
BridA: Somewhere between art and science, JCom-journal of science communication. Online. June 2008
Galerija Kapelica, Ecology of techno mind / ARS electronica 2008, September 2008
Pavla Jarc: 10 years of Mesnta Galerija Nova Gorica. BridA. P:47, 72,78 .October 2008
International center for graphic art Ljubljana, Tretji pogled, raznolikost grafike danes, September 2008
Jurij Krpan: A new cultural economy; Featured art sceneArs Electronica, p.255, September 2008
MFRU_14/08, 14 International Festival for Computer Arts ,p. 8,9, October 2008
Roberto Vidali: Gianpietro Zilli e l'arte contemporanea, Zeno magazine N.134, p.93, 94,95
Aurora Fonda, Artverona, modern and contemporary art fair, D'EST young slovenian artists, November 2008
Platforma, Video festival Athens, p; 116,117,118,119,120, 175, November 2008
Domenico Quaranta: For god's sake, Lunchbreak, Pixxelpoint , p. 20, 21, December 2008
MousseContemporary art magazine: ACVA, Fondazione Raatti., BridA p. 27, 28, December 2008
Claudia Bernareggi: Trackedds 1.0 , Twy online show and magazine,
<http://www.thewordisyours.org/pages/ONLINE%20SHOW/brida/ONLINES%20bridacurrent.html>
March 2009
Roberto Vidali: BridA, Julier Art Magazine nr. 143, p.73. June 2009
Claudia Bernareggi: Before and After Science , Kritika 1 No. 0, 51-61, june 2009
BridA: Somewhere between art and sceince, JCom journal of science communication. Online. June 2009
[http://jcom.sissa.it/archive/08/02/Jcom0802\(2009\)C01/Jcom0802\(2009\)C05](http://jcom.sissa.it/archive/08/02/Jcom0802(2009)C01/Jcom0802(2009)C05)
Božidar Zrinski: Trackedds, »8th biennial of graphic art, p 114,115,116,117. September 2009
Anita Tania Giuga: BridA. Spruzz online magazine, <http://www.spruzz.eu/> , october 2009
Domenico Quaranta: Once upon a time in the west, Nanoplot, Pixxelpoint, p.34,35, December 2009
BridA: Modux, controllare l'incontrollabile. , Scienza &Arte, online magazine. <http://www.scienzaearte.it/>

Selected exhibitions from past two years:

2010

Visual container, Mialno Italy, video production monograpgy February 2010

2009

Kunstwollen Viareggio Italy april 2009
Factory art Trieste Italy Information accelerator February 2009
Kassel, Kunsttempel solo show september 2009
Grafični biennale MGLC Ljubljana september 2009
Trieste , Italy ;Manifesti D Artista, september 2009
Preview Berlin Germany september 2009
Roaming; Mestna galerija Nova Gorica , November 2009
Pixxelpoint, Once upon a time in the west, Nanoplot , Mestna Galerija Nova Gorica , December 2009
A+A Venezia, Trackedds , December 2009
Arzenal depo 2k9, Ljubljana, Devenber 2009
Knill house, St. Ives , UK , Lunchbreak , December 2009

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2008

DODAI, ŠKUC gallery, Ljubljana, December 2008

PUBLIC IMPROVISATION, Fabbrica dell vapore, Milano, December 2008

PIXXELPOINT 2008, 9. mednarodni festival novomedijske umetnosti, Nova Gorica, December 2008

THE VIDEO WORKS OF BRIDA, Screening at Platforma Video Festival, Athens, Greece, November 2008

PRINTED CIRCUIT BOARDS, ArtVerona, Verona, Italy, Oktober 2008

ARHIPELAG, Mednarodni festival sodobne umetnosti, Nova Gorica, September 2008

MODUX 3.4, multimedia installation, Ars Electronica, Lentos Art Museum Linz, September 2008

PRINTED CIRCUIT BOARDS, International Centre of Graphic Arts (MGLC), September 2008

ADVANCED COURSE in Visual Arts with Yona Friedman, Fondazione Antonio Ratti, Como, Italy, Julij 2008

LUNCH BREAK, ART STAYS OPEN 2008, Ptuj, Julij 2008

MODUX 3.3, multimedia installation, Ginger Zone, Scandicci, Firenze, Italy, Maj 2008

DATA COLLISION, Art&Science installation, City Museum, Nova Gorica, Slovenia, April 2008