

PRESS RELEASE disrupting systems

Graduation Show of the Master Media Design & Communication: Networked Media,
Piet Zwart Institute of the Willem de Kooning Academy

Location: [WDW63] Future WORM/former Fotomuseum

Witte de Withstraat 63, 3012 BN Rotterdam

Opening: Friday, July 2nd, 20.00hrs

With Full Contrast Boys, Tempo-team, Ramrod, M8A & "de band van twee uur"

Continuing: Saturday, July 3rd – Friday, July 9th, 12.00 - 17.00 hours,
closed on Monday

Media as social systems is the subject of this year's graduation show of the media Mastersstudy programme of the Piet Zwart Institute. The graduation projects by Emanuele Bonetti (IT), Loredana Bontempi (IT), Selena Savic (RS) and Farrah Shakeel (SK), in collaboration with Emaan Wahaj (UK), all go beyond simple media design and involve actual social interventions and reflections of cultural systems: Peer-to-peer collaboration and digital dump recycling for designers, critical simulations of the food industry as well as intercultural dating as an online social experiment.

The exhibition is accompanied by a series of urban mappings and interventions by first year Master students Birgit Bachler (AT), Özalp Eröz (TR), Kenneth Rayshon Henry (USA), Megan Hoogenboom (NL), Albert Jongstra (NL), Darija Medic (YU) and Renee Olde Monnikhof (NL).

A catalogue designed by Arjen de Jong of Buro Duplex, Rotterdam with an introductory essay by Florian Cramer, Course Director & Lector will be available at the show.

The exhibition will be accompanied by several special events:

- Darija Medic will give guided tours of The South Collection, a tour of appropriated buildings as public sculptures in the Feijenoord area of Rotterdam on Saturday, July 3, 19:00hrs and Tuesday, July 6, 18:00 hrs. The walk starts every 45 mins at Oranjeboomstraat 135 and ends at Rosestraat. (If possible bring mp3 players and headphones with you.)
- Birgit Bachler will instigate a social network among Rotterdammers who have been chosen for their outstanding window decorations on Sunday, July 4, 16:00hrs in the foyer of the WDW63 building.
- Selena Savic and Paul Steen (SE) will organise a tournament for their economic and geostrategic simulation games on Wednesday, July 7, 19:30hrs in the WDW63 building, play-off starts at 20:00hrs
- The 'Test_Lab' event at V2_ on Thursday, July 8, 20:00hrs, will present a 'Best Of' selection of media graduation projects from various international art schools, and include Selena Savic's food industry simulation game. Location: Eendrachtsstraat 10, 3012 XL Rotterdam

A guided tour through the Graduation Show will be offered on Sunday, July 4 at 15:00hrs [additional tours are available by appointment only]

With special thanks to: WORM, V2_, Theo Deutinger and Jos De Krieger [2012 Architecten], Rotterdam

For more information, visit <<http://pzwart.wdka.nl/networked-media>>
or contact Leslie Robbins: t: 06 219 61 472 or e: <l.j.drost-robbins@hro.nl>

Full Contrast Boys
(eroticrock)

<<http://www.antigalaxy.com/>>

M8A
(chicks on technics)

<<http://www.myspace.com/m8a>>

Tempo- Team
(Klemtoon records)

<<http://www.myspace.com/klemtoonrecords>>

<http://soundcloud.com/m8a/my-sky-is-elektrik_m8amix-jun09>

'Have fun, party hard but don't forget to go home.'