



ORGANIZED COLOR INTOXICATION: An Interactive Multimedia Installation
Created by Jonathan Zalben / Filming by Taylor Krauss

With artwork by James De La Vega at the exhibition in East Harlem

8.17.05 thru 8.20.05 from 7:30 to 9:30 P.M. at 178 East 104th St. between Lex. And 3rd
8.23.05 from 7:30 to 9:30 P.M. at Le Petit Versailles Garden, 346 East Houston at Ave. C
8.25.05 from 7:30 to 9:30 P.M. at DeColores Garden, 311 8th Street between Ave. B and C
8.26.05 from 7:30 to 9:30 P.M. at La Plaza Cultural, SW Corner of 9th Street and Ave. C

Organized Color Intoxication is a multimedia installation featuring video projections, original music, and audience participation. It is a poetic exploration of the internet and interactivity. Digital videos of the Lower East Side are processed through the computer to create an antiquing effect. Recorded instruments are altered by the audience, while the video monitors and adjusts to the acoustics of the music. One focus is to create a sense of analog media through digital technology.

Poetry was created by translating foreign language websites into English using online tools such as Babelfish. The process of translation created nonsensical text that retained some semblance of its origin. Lower East Side residents were then approached on the street and asked to recite a poem, having never seen it. This further altered the words, because errors were made when reading a poem for the first time. These recordings are stored in a computer for audience playback through an interactive interface.

The interface consists of a series of touch-sensitive fences, which trigger audio and video clips. The logic behind using fences draws its inspiration from the images. A large percentage of open spaces are not open to the public and are closed off with fences. The resulting video footage used in the projections contains a number of images of fences, and it made sense to bring that imagery into a three-dimensional space for interaction.

The fences colorize the video and control the playback of original music, mostly violin recordings. The audience has the opportunity to orchestrate a recorded ensemble of strings through the interface. Some of the music is from the live performance component of the project. Other samples were created from the live recordings of the violin lines.

In essence, Organized Color Intoxication is aimed at blending improvisation and orchestration in a coherent, meaningful environment. A web author has written the source material for the poetry, which is unpredictably translated and further reorganized by the audience through the interactive interface. The video is prerecorded and then colorized and rearranged by the audience as well.

While it is important to deal with these elements separately, they do visibly react with one another. The poetry is linked to passages in the music according to tone, rhythm, and cadence. The video flickers and colorizes according to the music and directly correlates to the imagery of the poems. This creates a specific set of possibilities, but leaves room for a new experience each time a participant visits the space.

This project is sponsored in part by the New York City Department of Cultural Affairs / Manhattan Community Arts Fund administered by the Lower Manhattan Cultural Council and by an Experimental Television Center Finishing Funds Grant, through the New York State Council on the Arts and mediaThe foundation.

For more information please visit <http://www.jonathanzalben.com>