

press release

THE KITCHEN

video • music • dance • performance

GRETCHEN BENDER

DUMPING CORE

Thursday, December 6, 1984 at 8:30 PM.

As the third part of its Projections series of audio-visual events for audience, The Kitchen presents Dumping Core, a multi-media blend of projection effects, multiple-channel video and sound. Based on computer-generated imagery, the piece takes its title from the term for the "stop motion of computer memory in its course of execution that is written out to a file for subsequent perusal or analysis..."

Dumping Core concerns itself with the ramifications of such imagery, particularly in regards to what Bender cites as the "corporatization of culture", i.e. the corporate desire to exploit the new visual technology as a consciousness-channeling device. Dumping Core deals with how this new technology departs from former methods of mass manipulation - the tendency for corporations to logo-ize the abstract, to identify power with the powerful visuals of space and time movement. It is against this new seductive methodology that Bender positions herself, coming to terms with the oncoming necessity to develop a critical language suitable to deal with the ever-increasing exploitation of these new computer effects.

Gretchen Bender is a visual and media artist who has exhibited widely in Europe and the United States. Recent exhibitions include those at CEPA Gallery, in Buffalo, N.Y., The East Village Scene at I.C.A. in Philadelphia, Pa., Wild Dead, a multi-channel installation at International With Monument in N.Y.C., N.Y., Off Galerie in Berlin, Reality Fever installation at Gallery Nature Norte, N.Y.C., N.Y. among others, as well as set design for Freedom of Information, the Bill T. Jones/Arnie Zane and Co. European Tour in 1984.

\$6.00/\$4.00 - members/TDF + \$1.50

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