

# Animation: From the Avant-Garde to Popular Culture

November 1–3, 2007

In conjunction with the *Animated Painting* exhibition, the San Diego Museum of Art, University of Southern California, University of California, San Diego, and Museum of Photographic Arts present *Animation: From the Avant-Garde to Popular Culture*.

The wide-ranging scope of this symposium is indicative of the explosive field of animation and the flexibility that new digital technology is having on moving images that cross boundaries between art, technology, and science.

*Animated Painting* showcases contemporary artists who are adapting pictorial codes and hand gestures associated with traditional painting and drawing to animation concepts and technologies. On view at the San Diego Museum of art Oct.13, 2007, through January 13, 2008.

Free and open to the public



Artwork: (Top) Ruth Gómez, still from *Animales de campaña* (detail), 2005. (Left, bottom) Jeremy Blake, still from *Sodium Fox* (detail), 2005. (Right, bottom) Robin Rhode, still from *Harvest* (detail), 2005.

Animated Painting

## Redefining Animation—Panel Discussion

one

Thursday, November 1, 7:00–11:00 p.m.  
Davidson Conference Center,  
Embassy Room  
University of Southern California,  
Los Angeles

Introduction:

**Hathy Smith**, Chair, John C. Hench Division of Animation & Digital Arts, School of Cinematic Arts, University of Southern California, Los Angeles

Speakers:

**Jayne Pilling**, Visiting Lecturer, Animation Department, Royal College of Art, London, and Director and Founder of the British Animation Awards

**Giannalberto Bendazzi**, Adjunct Professor, State University, Milan, Professor of Animation History and Founder of the Society for Animation Studies

Moderator:

**Sheila Sofian**, Associate Professor, John C. Hench Animation & Digital Arts, School of Cinematic Arts, University of Southern California, Los Angeles

**Marsha Hinder**, Professor, Cinema, Comparative Literature, and Spanish, University of Southern California, Los Angeles

**Christine Panushka**, Professor, John C. Hench Animation & Digital Arts, School of Cinematic Arts, University of Southern California, Los Angeles

*Presentations of animations will be on view.*

## Mediated Animation—Special Presentation of *Atlas in silico* and *4K animation*

Immersive Visualization Laboratory, 7:00–10:00 p.m.

*Atlas in silico* is an immersive installation that combines science, art, and the moving image. Metagenomics data collected from the world's oceans, and relevant to biodiversity and global climate, is presented as luminous forms on the Varrier 100-million-pixel autostereographic display in a radically new mode of experiential animation. [www.atlasinsilico.net](http://www.atlasinsilico.net)

Calit2 Auditorium, 8:00 p.m. and 9:00 p.m.

*4K animation* or *4K cinema* is an ultra-high-definition video of roughly 4000 x 2000 pixels, or four times the resolution of high-definition television. Selected animations reflect on computer-mediated modes of interaction, demonstrating the impact of viewer perspective on the derivation of meaning in art forms that are influenced by technological innovation. Screenings last approximately 30 minutes.

two

Friday, November 2, 7:00–10:00 p.m.  
Atkinson Hall  
University of California, San Diego

# Animation: From the Avant-Garde to Popular Culture

# three

**Saturday, November 3, 9:30 a.m.-12:30 p.m.**  
Calit2 Auditorium, Atkinson Hall  
University of California, San Diego

## Animating Cinema—Panel Discussion

Introduction:

**Lesley Stern**, Chair, Department of Visual Arts, University of California, San Diego

Speakers:

**Michael O'Pray**, Reader, Visual Theories and Research, University of East London

**Lisa Cartwright**, Professor, Communication and Science Studies; Affiliated Faculty in Critical Gender Studies, University of California, San Diego

**Lev Manovich**, Associate Professor, Visual Arts, University of California, San Diego

*Atlas in silico* on view 9:00 a.m.-1:00 p.m. at the Immersive Visualization Laboratory

## Exhibiting Animation— Tribute to Jeremy Blake and Panel Discussion

# four

Welcome:

**Derrick R. Cartwright**, The Maruja Baldwin  
Director, San Diego Museum of Art

Introduction:

**Betti-Sue Hertz**, Curator of Contemporary Art,  
San Diego Museum of Art

*A Tribute to Jeremy Blake*

**Saturday, November 3, 2:30-5:30 p.m.**

Joan and Irwin Jacobs Theater,  
Museum of Photographic Arts,  
San Diego

Speakers:

**Neus Miró**, Independent Curator and Art Critic, Barcelona, and Co-  
Curator, *Històries Animades*

**Cindy Keefer**, Director, Center for Visual Music, Los Angeles

**Suzanne Buchan**, Professor of Animation Aesthetics, Head of the  
Animation Research Centre, University College for the Creative Arts,  
Farnham College, UK, and Editor, *Animation: An Interdisciplinary Journal*

## SoCal Animations—Screening of animation by Southern California artists

# five

**Artists:** Gregory Araya, Sandra Cheng, Mar Elepano, Laura Heit, Miwa Matreyek, Ruben Ortiz Torres,  
Christine Panushka, Jennifer Pastor, Rebecca Rogers, Richard Sandoval, Debralee Shelby,  
Kathy Smith, Sheila Sofian, and J.J. Villard.

*Organized by Lisa Mann, Josh Segura, Lesley Stern, and Patricia Montoya*

**Saturday, November 3, 7:00-9:00 p.m.**

Joan and Irwin Jacobs Theater,  
Museum of Photographic Arts,  
San Diego

For more information, directions, and parking instructions, visit [anim.usc.edu/animationsymposium/](http://anim.usc.edu/animationsymposium/) or [www.sdmart.org](http://www.sdmart.org)

*Animation: From the Avant-Garde to Popular Culture* is hosted and presented by the San Diego Museum of Art; John C. Hench Division of Animation & Digital Arts, School of Cinematic Arts, University of Southern California, Los Angeles; Department of Visual Arts, University of California, San Diego; Center for Research and Computing in the Arts (CRCA), University of California, San Diego; California Institute for Telecommunications and Information Technology, University of California (Calit2); and Museum of Photographic Arts, San Diego.



Animated Painting