



# Integrating Art and Technology

## dvd & cd-rom

Guggenheim Museum SoHo  
New York City

The world-renowned institution recently introduced *Premises; Invested Spaces In Visual Arts, Architecture, and Design from France, 1958-1998*, an exhibit that explores forty years of French art and architecture, with an emphasis on the creative engagement of space. The artists and architects featured in *Premises* explore relationships between physical and mental space and employ a variety of multimedia tools, including film, video, photography and DVD.

*Premises* represents one of the most extensive uses of DVD technology in a major exhibition. In fact, the Guggenheim is the first major art museum in the world to offer a world class exhibit using DVD presentation technology. *Premises* incorporates advanced DVD technology in its presentation of video-based work. This technology ensures that video images are seen in the highest-quality format and that the integrity of the artists' images are not compromised.

Forty-five video players are installed in works throughout the *Premises* exhibit, playing more than 30 hours of video. More than one third of the installations feature DVD playback and projection. In addition, the weekly timer function allows that the players' on and off times and the start points of the video selection playbacks can be set for the opening and closing of the exhibits each day. Thus, the visitors to the Guggenheim SoHo experience the *Premises* exhibit and its extraordinary collaboration of art and technology in one seamless impression.

[www.ImgeworksOnline.com](http://www.ImgeworksOnline.com)

Galena, IL 1.800.272.5711

Naperville, IL 630.305.3400

