

FOR IMMEDIATE RELEASE:

VIDEODROME | Audio/Visual Overdose

Toronto, Ont., June 7, 2011 – The Museum of Contemporary Canadian Art and Jubal Brown, in co-operation with Drop Frame Video and Apocalypse Tomorrow, are pleased to present **VIDEODROME**, a one-night, mind-blowing adventure in extreme audio-visual culture. This year's edition features work by Augart, Bad Credit, bossFYTE, David Matton, Emad Dabiri, Felix Kalmenson, Istvan Kantor, John Chung, Jubal Brown, Kurkop, Kyle Duffield, Noel Middleton, nwodtleM, Ouananiche, Pete O'Hearn, Smearballs, TalixZen, and Video Samurai. **The event will take place at MOCCA on June 10, doors open at 8 pm. Tickets can be purchased at the door for \$10.00**

VIDEODROME is an exercise in video screening as party and vice-versa, striving to bridge the gaps between the sofa, the club, and the gallery. A one-night event of visual music, live video performance and installation by 18 producers of work with a strong audio-visual link, experimental video works which function as dance music, A/V, mash-up, visual music.

Visual music is video and audio composition made from video edits, simultaneously video AND music where picture matches sound, cut for cut, beat for beat, creating an audiovisual synesthesia, a serendipitous symmetry of sensory unity. Referencing the recombinant nature of contemporary culture, this fast paced, high density layering of innumerable juxtapositions of cultural referent upon referent, loop upon loop, cut, reverse, repeat; to manifest the attention deficit disordered, obsessive compulsive, schizophrenic consciousness of the contemporary mind. This night is a semi-Gesamtkunstwerk ("total work of art") for the youtube generation.

Derived by innocent post-situationist means from Cronenberg's 1983 film of the same name where **VIDEODROME** is a hyperbolic over stimulation of sex and violence; this **VIDEODROME** is an exercise in televisionary excess, a media frenzied indulgence in the all-at-onceness of seeing, of hearing, moreover of experiencing.

Here at the site of collision between sight and sound, thunder and lightning, eye and ear, we find ourselves in the **VIDEODROME** the video arena.

Links/URLs:

- Learn more about [VIDEODROME](#)
- Learn More about [Jubal Brown](#)
- Learn More about [Drop Frame Video](#)
- Learn More about [Apocalypse Tomorrow](#)

Tags / Keywords:

Museum of Contemporary Canadian Art, MOCCA, VIDEODROME, Jubal Brown, Drop Frame Video, Apocalypse Tomorrow, Augart, Bad Credit, bossFYTE, David Matton, Emad Dabiri, Felix Kalmenson, Istvan Kantor, John Chung, Jubal Brown, Kurkop, Kyle Duffield, Noel Middleton, nwodtleM, Ouananiche, Pete O'Hearn, Smearballs, TalixZen, Video Samurai

The Museum of Contemporary Canadian Art

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952 Queen Street West Toronto ON M6J 1G8 | 416.395.0067

Gallery Hours | Tuesday – Sunday 11 – 6 | Admission: Pay What You Can



RSS Feed for MOCCA: [feed://www.moccca.ca/feed/rss/](http://www.moccca.ca/feed/rss/)

About MOCCA:

The Museum of Contemporary Canadian Art (MOCCA) was founded from the former Art Gallery of North York in 1999, with the mandate to exhibit, research, collect, and promote innovative art by Canadian and non-Canadian artists whose works engage and reflect the relevant stories of our times. In 2005, MOCCA relocated to the West Queen West Art + Design District in downtown Toronto, in the heart of one of North America's most dynamic arts communities and functions effectively as a nucleus of energies for cultural production and exchange. Since 2006, MOCCA draws 40,000 visitors annually.

For more Information, visit <http://www.moccca.ca/>

For ongoing news, please go to <http://www.moccca.ca/media-centre/>

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