



Independent Media Arts Preservation (IMAP)

Co-Presents a Talk by Artist

John Gerrard

Monday, October 25, 2010

7:00 p.m.

at The Museum of Modern Art, New York

As part of Modern Mondays at MoMA, Irish-born artist John Gerrard presents his recent work in real-time 3D. His digital landscapes are recognizable—pig farm, oil derrick, grain silo, and dust storm. Meanwhile the processes and implications are ambiguous. As day passes into night, actions occur, but a particular moment remains frozen in time. His work lies somewhere between documentary and fiction, consisting of images that are constantly developing and regenerating, but seem eternal. The underlying tension comes from Gerrard's moral discomfort with humankind's abuse of the environment.

Organized in conjunction with Independent Media Arts Preservation (IMAP) and the International Network for the Conservation of Contemporary Art—North America (INCCA—NA), the program concludes with a look at media conservation in a conversation between the artist, and Associate Curator Barbara London, and Time-Based Media Conservator Glenn Wharton.

About Modern Mondays at MoMA

Where is the cutting edge of the motion picture? Building upon The Museum of Modern Art's long tradition of exploring cinematic experimentation, *Modern Mondays* is a showcase for innovation on screen. Engage with contemporary filmmakers and moving image artists, and rediscover landmark works that changed the way we experience film and media.

Organized by the Department of Film and the Department of Media and Performance Art. Modern Mondays is made possible by Anna Marie and Robert F. Shapiro. Additional support is provided by The Contemporary Arts Council of The Museum of Modern Art.

Independent Media Arts Preservation, Inc. (IMAP) is a nonprofit service, education, and advocacy organization committed to the preservation of non-commercial electronic media. IMAP has grown from a New York—based consortium of arts organizations and individuals to a national resource for preservation training, information, and advocacy. IMAP's core constituents include institutions, organizations, and individuals whose diverse media collections are underserved by existing preservation efforts. IMAP provides archivists, artists, conservators, curators, distributors, librarians, media makers, producers, registrars, scholars, and other professionals with accessible solutions to document and preserve media collections.