



NEWS RELEASE

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***UCSC's Digital Arts and New Media MFA Exhibition, interACTIVATE,
showcases digital art with social impact
at The Museum of Art & History in Santa Cruz***

The Digital Arts and New Media MFA program at UC Santa Cruz will present the work of ten graduate students in a two-part exhibition at The Museum of Art & History in downtown Santa Cruz. Entitled **interACTIVATE**, this UCSC DANM MFA presentation is the culmination of two years of research and artistic exploration into digital media art and its social impact. The show includes new media works that explore performativity, interactivity, participation and politics. These works probe the interplay of private and public space as they interrogate the borderlands, edges, and contested territories of contemporary new media art practice.

The UC Santa Cruz Digital Arts and New Media (DANM) MFA Program is a center for the development and study of digital media arts and the cultures they help shape. This intensive two-year MFA program brings together faculty and students from across the academic spectrum to study and create interdisciplinary artistic and scholarly research. Students take core and elective courses in the practice and theory of digital media arts, and participate in collaborative research in one of four areas: Mechatronics, Participatory Culture, Performative Technologies, or Playable Media. The DANM journey culminates in the development of individual or collaborative thesis projects, premiered in our annual MFA exhibition. The MFA degree in Digital Arts and New Media qualifies graduates for a variety of art-related careers including university-level teaching and research.

Part 1: April 17 - May 14

Opening Reception Friday, May 1, 6:30-8:30pm (free and open to the public), with performance by Nada Miljković

Artists: Rupa Dhillon, Roopesh Sitharan, Melanie k Stewart

Part 2: May 29 - June 24

Noontime Tour Friday, June 5, 12:00-1:00pm. During this free event, DANM artists will walk through their work with the public.
Opening Reception Friday, June 5, 6:30-8:30pm (free and open to the public)

Artists: Troy Allman, Miki Yamada Foster, g. craig hobbs, Lindsay Kelley, Joshua McVeigh-Schultz, Nada Miljković, Laila Shereen Sakr <VJ Um Amel>

Location: The Museum of Art & History (MAH) is located at: McPherson Center, 705 Front Street, in downtown Santa Cruz on the corner of Front and Cooper Streets.

MAH Hours: Closed Mondays. Tuesdays - Sundays: 11am - 5pm
First Friday of every month: extended hours 11am - 9pm
MAH Phone: (831) 429-1964
Web info: <http://danm.ucsc.edu/web/mfaExhibition2009>
<http://www.santacruzmah.org>

Map:



This event sponsored by:



UCSC Alumni Association