UC Santa Cruz graduate students' annual exhibition features amplified CB radios, playable wrestling games about nutrition, and buildings that grow in the dark

**ground (ctrl)**

April 27–28 and May 2–5, 2013  
Reception: Thursday, May 2, 8:00–10:00pm  
Gallery Hours: 10am–4pm

Digital Arts Research Center (DARC)  
University of California, Santa Cruz  
—located off Meyer Drive between the UCSC Music Center and Theater Arts Center—

In the Digital Arts and New Media MFA Program (DANM) at UC Santa Cruz two years of intensive study culminate in the development of individual projects, which premiere in an annual MFA exhibition. This year’s works range from repurposed communication technologies to cutting edge playable media and provide participants with thought-provoking and entertaining experiences.

Graduate student artists are: John-Patrick Ayson, Derek Franz, Jacob Garbe, Catalina Giraldo, Dan Heller, Andrew Siller, Eve Warnock, Laura Wright.

Curated by Shelby Graham, ground (ctrl) breeds fresh materiality, creating tangible art pieces through collaborative digital research. Soil, light and interactivity provide the main motifs bridging all artworks in the exhibition and allowing the artists to purposefully transform the Digital Arts Research Center into a living entity. Don’t miss the opening when Catalina Giraldo literally makes the building grow in the dark and Laura Wright brings old school CB radios back to life.

Collectively, the eight artists invite you to join in their attempts to redefine the meanings of "digital arts" and "new media" by way of hybridized video installations, interactive experiences, and improvisational performance; individually, within those digitized formats, each artist and their work examine the social impact new media has in our lives. Two out of the eight artists, Jacob Garbe and Andrew Siller, have created unpredictable playable games highlighting UCSC’s award-winning gaming program.
Prior to the ground (ctrl) reception on Thursday, May 2, Will Wright, renowned video game designer and co-founder of the game development company Maxis, will speak in the 2013 Arts Division Lecture Series at 6:00PM in the UCSC Media Theater. Wright is best known for his games SimCity and Spore, which feature gameplay based upon the model of evolution. He has been an inspiration to many of the DANM students who explore gaming as a conceptual framework: http://arts.ucsc.edu/news_events/gaming-lens-world.

Audiences are invited to experience and participate in the latest digital technologies and experimental performance. Additionally, the artists will be on hand to discuss their work and give tours of the exhibition in the state-of-the-art Digital Arts Research Center (DARC). More information about the artists here.

About the DANM Program at UCSC
The Digital Arts and New Media MFA Program (DANM) at UC Santa Cruz serves as a center for the development and study of digital media and the cultures they have helped create. Faculty and students are drawn from a variety of backgrounds such as the arts, computer engineering, the humanities, the sciences, and the social sciences to pursue interdisciplinary artistic and scholarly research and production, in the context of a broad examination of digital arts and cultures. http://danm.ucsc.edu

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Overview of Activities
All free and open to the public

Apr 27-28 and May 2-5
Reception: Thursday, May 2, 8:00–10:00pm
Gallery Hours: 10am–4pm
Digital Arts Research Center (DARC)
University of California, Santa Cruz
Parking $4 in Performing Arts lot

April 27-28 (Sat-Sun)
10am–4pm Ongoing artists’ tours and informal dialogues in conjunction with UCSC Alumni Weekend 2013

May 2 (Thu)
6:00–7:30pm Lecture by Will Wright at the UCSC Media Theater, Rm M110, Theater Arts Center, UCSC
8:00–10:00pm Opening reception at DARC
8:15pm Welcome by Noah Wardrip-Fruin, chair of DANM program and curator Shelby Graham

May 3 (Fri)
10:00am–4:00pm On-going artist tours in DARC
6:00–7:00pm First Friday storefront pop-up gallery in the Rittenhouse Bldg., downtown Santa Cruz

May 4 (Sat) - May 5 (Sun)
10am-4pm On-going artists tours in DARC
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