

NEXMAP & The San Francisco Art Institute Co-Present:

## **Usernomics 1.0: A Video Hactivist Workshop** by **Stephanie Rothenberg** with Youth Participants from the **San Francisco Art Institute City Studio Program** Culminating Exhibition at Zero1 (San Jose, CA, USA): June 6, 2008

(San Francisco, CA) -- Usernomics is a hacktivist workshop employing models of waste reclamation, recycling and reuse. This user-friendly workshop begins with discussion about the consequences (social, ecological) of the computer industry, and a discussion about how to reuse, recycle discarded keyboards and toys. Participants will engage in hacking (taking apart and repurposing) the keyboards and reprogram them to make one-of-a-kind external computer controllers. The workshop assumes that participants do not have prior electronics experience, and will be given basic information about how to solder wires to the main circuitry and how to use them as extensions to create the external controllers. Pushing mouse and keyboard aside, these unique creations require users to engage with the computer in unusual physical ways. For example, the "up" arrow key could be activated by bouncing a ball through a hoop. Participants will also be guided through the process of video hacking, and will make their own graphical icons/avatars to replace those in existing video games. By combining the new video game controllers and icons, participants will be led through a complete start-to-finish process of video hacking.

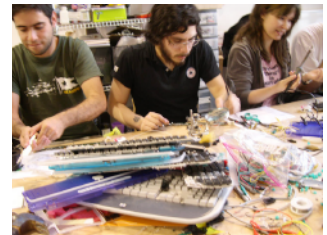
On June 6th, 2008, documentation of Usernomics and live performances will be presented as part of the arts education programming of Zero1: A global festival of art on the edge.

Stephanie Rothenberg's work merges performance, installation and networked media to create solicitous interactions that question the boundaries and social constructs of manufactured desires. She has lectured and exhibited at venues including the 2008 Sundance Film Festival, Park City, Utah; 2007 Beyond/In Western New York Biennial; Hallwalls Media Art Center, Buffalo; 2007 ConFlux Festival, NYC; Mobile City, Interaccess Media Arts Centre, Toronto; Bent Festival, NYC; 2006 Chicago Underground Film Festival, Chicago, IL; Radiator Festival New Technology Art, Nottingham; 2004 International Symposium of Electronic Art (ISEA), Kiasma Art Museum, Helsinki; Knitting Factory, NYC; Studio XX, Montreal; Thealit, Bremen, Germany; Central Academy of Fine Art, Beijing; and Sarai Media Collective, New Delhi. Recent awards include the 2007 Eyebeam Atelier Artist-in-Residence in NYC, SUNY Buffalo 2020 Scholars Award and a free103point9 Artist-in-Residence. Rothenberg received her MFA in 2003 from the School of the Art Institute of Chicago and is currently Assistant Professor of Visual Studies at SUNY Buffalo. ([www.pan-o-matic.com](http://www.pan-o-matic.com))

NEXMAP: New Experimental Music, Art, Performance is dedicated to the production and appreciation of contemporary, experimental art. NEXMAP is pleased to include Usernomics as part of Inside Out (I/O), NEXMAP's innovative youth development and outreach program that engages high school students and other non-traditional audiences in the appreciation of contemporary arts and new technologies through free performances and special workshops. ([www.nexmap.org](http://www.nexmap.org))

City Studio offers the context of the urban site and community facilities as a laboratory for research, practice, and social interaction as part of students' course work. San Francisco Art Institute's City Studio year-round program for high school students is a partnership with Horizons Unlimited, the East Bay Asian Youth Center, and Opportunity West and is generously supported by The James Irvine Foundation, the Surdna Foundation, Omnia Foundation, the Comer Foundation, The National Endowment for the Arts, Wells Fargo Bank, Adobe Foundation Fund at Community Foundation Silicon Valley, and SPARK Community Partnership Program.

ZERO1 is an independent nonprofit organization whose primary mission is to conduct a biennial festival that will offer attendees compelling experiences made possible at the intersection of art and digital culture. ZERO1 is the producing organization for 01SJ: A global festival of art on the edge. (<http://01sj.org/>)



Above: previous participants of a Usernomics workshop. Below: a sample hacked video game entitled "Great Race for E-Waste."

