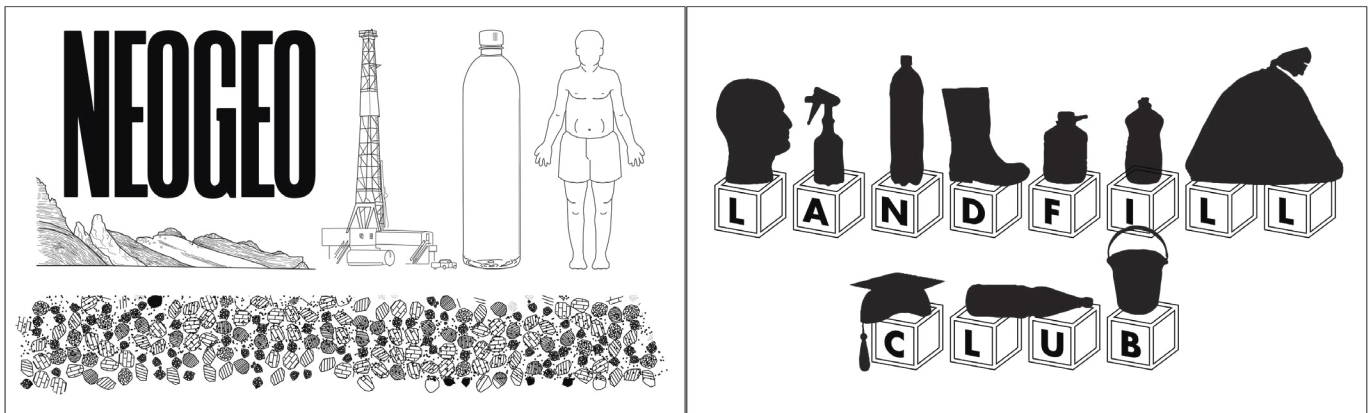


MEDIA RELEASE

NeoGeo/Landfill Club

**Opens September 10th at New Media Artspace,
Baruch College, CUNY**



NeoGeo: Marina Zurkow & Daniel Shiffman (2012) and **Landfill Club:** Ben Kauffman & Marina Zurkow (2014).
Image courtesy of the artists.

NEW YORK, NY- September 3, 2014 – [Baruch College](http://baruch.cuny.edu) presents *NeoGeo/Landfill Club*, a two-part exhibition by Marina Zurkow with collaborators Ben Kauffman and Daniel Shiffman, curated by Katherine Behar, Assistant Professor of New Media Arts at Baruch College.

The show will open on September 10, 2014 and run through December 1st at the New Media Artspace gallery in Baruch's Library and Information Building, 151 E. 25th Street. The New Media Artspace will host an opening reception and casual discussion with the artist for Baruch students on September 20th from 12:30pm to 2:00pm in the New Media Artspace and room 415 of the Library and Information Building. Members of the public who wish to attend may RSVP to [katherine\[dot\]behar\[at\]baruch\[dot\]cuny\[dot\]edu](mailto:katherine[dot]behar[at]baruch[dot]cuny[dot]edu).

Additional events will include a student workshop during club hours on September 18th, in room 415 of the Library and Information Building, a club hours tour of the Baruch College Waste Stream on October 23rd, a tour of the Action Carting Recycling Center in the Bronx on November 14th, and a public artist lecture and closing reception on December 1st, at the Baruch Performing Arts Center's Engleman Recital Hall. Please visit <http://o-matic.com/landfillclub/news.html> for more information.

New media artist Marina Zurkow fosters new modes of creative inquiry in the sciences and foments citizen science through art. Her artistic research practice suggests new roles for art in the university, and for science in para-academic contexts. In *NeoGeo/Landfill Club*, she continues her investigation of the ecological impact of petrochemicals through a series of digital animations and a growing installation that invites public contributions of discarded plastic objects.

Developed in collaboration with Daniel Shiffman, *NeoGeo* simulates drilling for oil, as though drilling through the four floors of the vertically stacked New Media Artspace galleries. Literally “drilling down” for a deep inquiry into the relationship between petroleum (“rock oil” in Latin) and the Deep Time of geological formation, *NeoGeo* uses mathematical visualization tools, combined with painstakingly hand-drawn fragments of rock, to render the unseen seen. The series of four quicktime movies is based on procedural animations created in Processing, an open source programming language and development environment.

While *NeoGeo* explores the Deep Time of the geologic record, *Landfill Club*, co-created with Ben Kauffman, is a social practice project that “drills up” into future Deep Time, looking at long lasting relations between petrochemicals and humans. To acknowledge how these new and evolving forms of chemical and cultural intimacy affect the future of bodies and geology, viewers are invited to adopt a piece of plastic from their personal waste streams, and live with it long enough to get to know it. In the process, participants will learn about its chemical structure and future prospects, before submitting it to a growing archive of objects on display in the New Media Artspace.

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Marina Zurkow is a new media artist who lives and works in New York where she is on faculty at NYU’s Interactive Telecommunications Program (ITP). Her work has been featured in exhibitions at the Montclair Art Museum; FACT, Liverpool; San Francisco Museum of Modern Art; Walker Art Center, Minneapolis; Smithsonian American Art Museum, Washington D.C.; Museum of Fine Arts, Houston; Wave Hill, New York; National Museum for Women in the Arts, Washington D.C.; Bennington College, Vermont; Borusan Collection, Istanbul; Pacific Northwest College of Art, Oregon; Marian Spore, New York; 01SJ Biennial, San Jose; Brooklyn Academy of Music; Museum of the Moving Image, New York; Creative Time, New York; The Kitchen, New York; Ars Electronica, Linz, Austria; Transmediale, Berlin; Eyebeam, New York; Sundance Film Festival, Utah; Rotterdam Film Festival, The Netherlands; and the Seoul Media City Biennial, Korea, among others. She is the recipient of a 2011 John Simon Guggenheim Memorial Fellowship, and has been granted awards from the New York Foundation for the Arts, New York State Council for the Arts, the Rockefeller Foundation, and Creative Capital.

Ben Kauffman is a multi-disciplinary artist and co-founding Artistic Director of the trans-media performance group Manual Cinema, whose work has been commissioned and exhibited by the Museum of Contemporary Art, Chicago, the University of Chicago, the Detroit Center for the Arts, the Future of Storytelling Conference, and Duke University. He holds a Master’s degree from New York University’s Interactive Telecommunications Program (ITP) and is based in Brooklyn, NY.

Daniel Shiffman is Assistant Arts Professor at the Interactive Telecommunications Program at NYU’s Tisch School of the Arts. He is the author of *Learning Processing: A Beginner’s Guide to Programming Images, Animation, and Interaction* and *The Nature of Code*, an open source book about simulating natural phenomena in Processing.

Gallery Location: New Media Artspace at Baruch College, Library and Information Building, 151 E. 25th Street, New York, NY 10010

Gallery Hours: The New Media Artspace is open to the CUNY community during regular library hours. Members of the public may request access to the New Media Artspace at the security desk at the second floor entrance to the library. For this week’s public hours, please check the gallery website: www.newmediartspace.info or dial a docent at 626-312-1664.

The New Media Artspace is a teaching exhibition space in the Department of Fine and Performing Arts at Baruch College, CUNY. Housed in the Newman Library, the New Media Artspace showcases curated experimental media and interdisciplinary artworks by international artists, students, alumni, and faculty.

About Baruch College:

[Baruch College](http://www.baruch.cuny.edu) is a senior college in the [City University of New York \(CUNY\)](http://www.cuny.edu) with a total enrollment of more than 17,000

students, who represent 160 countries and speak more than 100 languages. Ranked among the top 15% of U.S. colleges and the No. 4 public regional university, Baruch College is regularly recognized as among the most ethnically diverse colleges in the country. As a public institution with a tradition of academic excellence, Baruch College offers accessibility and opportunity for students from every corner of New York City and from around the world. For more about Baruch College, go to <http://www.baruch.cuny.edu/>.

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