

P\*R\*E\*S\*S R\*E\*L\*E\*A\*S\*E

## Joel Holmberg **FREE WIRELESS!**

Exhibition opens | Saturday July 8 from 6 – 9 pm  
Exhibition runs | July 8 – August 3, 2006



**LOS ANGELES, May 2006 - Harvey Levine Gallery** is pleased to present **FREE WIRELESS!**, Joel Holmberg's debut exhibition in Los Angeles, in which he explores a physiological approach to media. Holmberg utilizes video installation, digital imaging, and embroidery to emphasize the body's presence within our electronic culture.

A central piece in the exhibition, *A9 Sunset* (2005) is composed of a 3-channel video installation that simulates a ride down the Sunset Strip and is presented against *Weekend* (2005) a video that displaces the 8-minute long traffic scene from Jean-Luc Godard's 1967 film, *Weekend*. In both *A9 Sunset* and Holmberg's *Weekend* a succession of individual images are isolated and digitally stitched together in order to create a single image several yards in length, which in turn are scrolled across and filmed to match the pace and camerawork of the original footage. In each installation, Holmberg investigates the relationship between still and moving images as means to conflate the tracking shot of the camera with the scrolling technique of computer animation.

Rooted in the repetitive process of splicing together individual video frames, Holmberg's series of cell-phone cross-stitchings explore the relationship between surface and picture plane. The finished embroideries, which include titles like, *Nokia 3585*, *10 missed calls*, *Surface: Formica*, are color-coded outlines detailing the behavior patterns of ubiquitous consumer devices.

Pursuing his interest in the internalization of the electronic environment, Holmberg will be training a bird at the gallery and for the duration of the exhibition to mimic the audible pedestrian crossing signals heard throughout Los Angeles. While these aural beacons actually use the song of a cuckoo to indicate a north/south crosswalk and that of a chirp to indicate an east/west crosswalk, Holmberg's third-generation copy aims to exaggerate the layering of the natural and electronic environment within the urban landscape.

---

**Harvey Levine Gallery** is located in Culver City, CA within an operating knob-making factory. The gallery is open from 12:00 to 6:00 p.m. Tuesday through Saturday. Please visit [www.levinegallery.com](http://www.levinegallery.com) for more information.

###

**HarveyLevineGallery** 5797 West Washington Boulevard | Culver City, California 90232 tel 323 954 1117