

**{FORM AND
SUBSTANCE** | **MAY 10TH-12TH, 2013**
Projection Mapping | **Gowanus Ballroom**
In Contemporary Art | **Brooklyn, New York**

FOR IMMEDIATE RELEASE

Integrated Visions Productions, Carolyn Antuna and Mister Artsee present “Form and Substance: Projection Mapping in Contemporary Art,” May 10-12, 2013 at the [Gowanus Ballroom](#) in Brooklyn, NY.

Projection Mapping is the premier artistic technique of our age. Projection Mapping (also called Video Mapping) utilizes specialized software to create a projected image that perfectly fits any desired surface, including irregularly shaped screens, 3 dimensional objects, architecture, etc. changing its very nature; allowing for the surface in question to convey any message that the artist desires. When done right, the result is magical. “Form and Substance” brings together work by several prominent artists in this field to create and activate paintings, sculptures and installations.

“Form and Substance” is curated by Bryan Dodson, Michelle Dodson and Brian Blessinger of Integrated Visions Productions, an award winning projection mapping collective, and Carolyn Devlyn-Antuna, an independent curator and arts industry professional. The roster of internationally acclaimed practitioners includes Joanie Lemercier, a founding member of Anti VJ, a visual label based in England and France known for their large and small scale projection mapped installations; Claudio Sinatti, an Italian native whose past projects include ‘Amo Pavarotti’ the first official museum show on the life and works of Italian tenor Luciano Pavarotti. The roster also includes Brooklyn based artist John Ensor Parker, whose work spans both gallery exhibitions and large-scale public art works such as “To the People of Orlando” a permanent public artwork spanning a city block in Orlando Florida, and large-scale publicly presented video mapping projects on iconic structures such as the façade of the New Museum of Contemporary Art. Renowned contemporary artist Domingo Zapata will collaborate on a projection mapped painting with Integrated Visions, a reprise of an installation from Art Basel Miami 2012. Integrated Visions will present several stand-alone projection mapped paintings, as well as an additional audio-interactive collaboration with acoustic sculptor Paulapart.

Featuring work by (in alphabetical order) Bryan & Michelle Dodson (Integrated Visions), Christina Graf, Claudio Sinatti, Davy & Kristin McGuire, Domingo Zapata, Jessica Angel, Joanie Lemercier, John Ensor Parker, Laura Ramirez (Optika), Paulapart, Red Paper Heart, Robert Seidel, Simon Anaya, and Sougwen Chung.

We’re pleased to announce our first round of sponsors for this event. DWP Live, an industry leader in the logistics and production of large-scale projection events, will be providing all on-site projection equipment and technical support for our participating artists.

Gowanus area restaurant Dassara Ramen and RamenWerk, the technical startup that installed and coordinates Dassara’s in-house video system, are also sponsoring the event. Dassara will be hosting a pre-party on May 8, that will feature projection mapped artworks by selected “Form and Substance” artists. Flavorpill.com, a leading events listings site, will be the Form and Substance media sponsor.

For more information about “Form and Substance”, go to <http://www.form-substance.com>, @Form_Substance on twitter, or email info@form-substance.com.