

PRESS RELEASE
NOVEMBER 2008

VIVID

INTERNATIONAL ARTIST IN RESIDENCE AT VIVID

VIVID presents a solo exhibition by Katarina Zdjelar – The Perfect Sound
03 – 20 Dec 2008 (preview Wed 03 Dec, 6-8pm)

(Open Wed – Sat, 12-5.30pm, admission FREE)

VIVID is delighted to present new work by Serbian artist Katarina Zdjelar, who has been in residence with VIVID since October 2008 as part of the European Media Artists in Residence Exchange programme.



Production still taken during residency at VIVID, November 2008

The Birmingham accent has been the subject for derision and criticism for years. It's distinctive rhythm and lyricism sets it aside from the 'Queen's English'. Now Birmingham is a thriving multi-cultural city with hundreds of nationalities living together, and subsequently the spoken word differs from one person to the next, the result of which is a fusion of languages and oral histories.

During the residency at VIVID Katarina Zdjelar produced a single channel video work which explores and investigates notions of producing the 'perfect sound' within the English spoken language. The fact that we each have a unique sound and voice whilst sharing the same vocal apparatus intrigues the artist who worked with the relatively recent phenomenon of 'accent removal' to extract the 'foreignness' within a subject's accent.

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The video shows the subject repeating vocal exercises with a speech therapist which demonstrates the unique qualities of his accent that are the residual traces of his spoken heritage. The subsequent words take on an abstract and musical quality with their continued repetition rendering them meaningless, transforming the word into a sound; uttering a word parallels the striking of a piano note when performing a composition.

The work was researched and developed during a residency at VIVID running October through to 5 December 2008 and culminates in a solo exhibition of the newly commissioned work opening on 3 December, 6-8pm (continuing to 20 December, Wed-Sat, 12-5.30pm).

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Notes to editor:

1. For further information and images please contact Laura Coult on +44 (0) 121 766 7876 or email laura@vivid.org.uk
2. VIVID is a non-profit organisation and is supported by Arts Council England. The VIVID project space in Birmingham's Eastside district has been active in presenting a dynamic programme of exhibitions and events since April 2005 and was developed with support from Advantage West Midlands.
3. VIVID is a leading media arts agency committed to the development of media arts practice through research, production and commissioning programmes. Established in 1992, VIVID produces a wide range of exhibitions, events, publications and touring initiatives through a dedicated project space which combines production, exhibition and technical resources. Alongside the public programme, VIVID provides innovative research and development opportunities for emerging artists in addition to commissioning new work from international artists. VIVID's curatorial policy is to increase audience access to both emergent talent and work of international significance.
4. Since 2002 VIVID projects have been presented at ICA, London; Danielle Arnaud and the Museum of Garden History [London], IKON, mac and IPS [Birmingham], Le lieu unique [Nantes, France], IBID Projects, [Lithuania,] and other venues nationally and internationally. VIVID publications include Zoo-Richard Billingham (2007); Vasulka Lab: Live Archive (2006). Co-publications include "Foundation & Empire" by Heather and Ivan Morison (2004) and 'hothaus series: perspectives and paradigms in media arts', (2005), both in association with University of Central England and Article Press.
5. With support from the European Union Culture 2007 - 2013 programme, the newly established *European Media Art Network* will award 16 residencies to emerging international artists working in digital media, moving image and sound. This new network brings together leading media art research partners from the Netherlands (Impakt), Germany (Werkleitz), Bulgaria (Interspace) and the UK (VIVID) and ends in December 2009.
6. Katarina Zdjelar, born 1979 in Belgrade, Yugoslavia, currently lives and works in Rotterdam, The Netherlands. Zdjelar graduated with an MA Fine Art from Piet Zwart Institute, Willem de Kooning Academie in Rotterdam and has achieved significant international reputation with recent shows at Anne de Villepoix Gallery Paris and *LIAF Norway*; residencies at International Studio and Curatorial Program, New York and Platform Garanti Centre for Contemporary Art, Istanbul, Turkey. Her work is also part of the collections at MACBA, Museum of Contemporary Art Barcelona, Spain; Jean-Conrad and Isabelle Lemaître, and other private collections.

