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Terminal01 :: Digital Art Installation at Pearson International Airport
<http://www.year01.com/terminal01>



Terminal01 (T01) is a new media art installation that clearly expresses the vision, innovation and vast technology of international air travel. T01 is curated and produced by Toronto artist collective Year Zero One <www.year01.com>, an artist collective committed to the production, development and distribution of electronic media art through internet-based exhibitions and site-specific public art projects. Year Zero One is dedicated to the exploration of emerging and hybrid artistic practices and social interaction resulting from new technologies.

T01 consists of a custom-designed kiosk (see attached drawing) housing five touch-screens each of which is linked to an individual computer-generated artwork for general public response and interactivity. Through an international call for submission, five internationally recognized artists have been selected. Each artist/collective will create and exhibit digital artworks thematically based on the experience and interpretation of air travel, airports, mobility and our networked culture. Information on the selected artists and their proposed work is attached on pages 4-5.

Terminal Zero One, recognized as an original, forward thinking installation, will be integrated into the public setting of Terminal One at Toronto's Pearson International Airport. The general public will have direct access to and interact with the dynamic art-databases. The launch is scheduled for July 2007 and the exhibition will be on public display for six months.

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What? Terminal Zero One is a digital art kiosk.

Where? GTAA : Terminal One at Toronto's Pearson International Airport.

When? July 1st, 2007 - Jan. 1st 2008

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Commitment

The Greater Toronto Airport Authority (GTAA) is committed to this exhibition and will be supporting it both financially and promotionally. The Toronto Arts Council, the Ontario Arts Council and the Canada Council for the Arts all recognize that this exhibition is substantive contribution to Canadian art making and have committed grant moneys for the development of the project.

Sponsorship Opportunity

The sponsorship of T01 is a unique opportunity for a business seeking to communicate with a broad, mobile audience in a non-traditional way. **The lead sponsor of T01 will be prominently identified and featured in-situ to interface with more than 10 million people, over an extended period of time, in an international and cultural diverse environment beyond the clutter of traditional media.**

In 2006 over 30 million passengers went through Pearson International Airport and this number does not include the tens of thousands of friends and family who accompany the passengers at their departure or arrival.

The Kiosk, designed by local architectural/exhibit design firm Testroom, will be displayed in a prominent and aesthetically pleasing manner on the departure level of Pearson International's Terminal One.

In addition to the site-specific presence, lead sponsors will be featured in all materials associated with the publicity and communications plan outlined below.

Communications Plan

Year Zero One will hire a professional publicist to execute the following communications plan and work in conjunction with the sponsor's and the GTAA's communications activities.

ON-SITE PRESENCE - The lead sponsor(s) will be featured on all on-site signage for the duration of the exhibition (Six Months).

EXHIBITION OPENING -The exhibition launch will include an opening night event with the attendance of the artists and curators. The event will include a media release and invitation to local politicians; network and local broadcasters; national and local print media; the general public and the artistic and academic community. The lead sponsor(s) will be featured as critical to the success of this art exhibition.

WEBSITE -T01 will have a web site featuring the exhibition and linked to GTAA's website and lead sponsor(s) sites. **Each lead sponsor will also have a logo and description on the site to present the company's commitment to progressive technology, creativity and the community. year01.com is a high traffic site and receives approximately 30,000 unique visits per month.**

FEATURE STORIES - freelance arts reporters and editors will be approached with the proposal to write feature stories on art and the transportation industry, both locally and internationally.

ARTIST/CURATOR INTERVIEWS - A schedule of broadcast and print media interviews will be solicited during which lead sponsors will be acknowledged.

ON-SITE ADVERTISING - provide T01 with on-site advertising backlit display in non-sold dead space to drive pedestrian traffic. Sponsor logo to be featured on the backlit poster

The Artists

Arrivals and Departure

Daniel Shiffman

<http://www.shiffman.net/projects/arrivals-and-departures/>
daniel.shiffman@nyu.edu

A generative artwork that visualizes real-time travel information through the lens of a viewer's image. For the last several years, I have been working on interactive video artworks that generate an abstracted representation of a viewer's image using concepts from mathematics, physics, and biology. In the projects below, each visualisation is generated by a system of simple rules, such as the behavior of bees swarming or cells living and dying on a grid. I am currently exploring new ways to affect the behavior of these systems with real-time data and would enjoy having the chance to develop an installation specifically related to air travel.

Terminal Icons

David Clark + Jeff Howard + Chris Mendis + Shelley Simmons

<http://www.chemicalpictures.net/Airport.html>
ssimmons@cdfilmcentre.com

A series of interactive flash animations using exclusively the icons found in airport signage. The work will be a witty and playful exploration that will appeal to children and adults alike. Using the reduced black and white figures will make the project inviting and familiar. The piece will not use language so that the project is accessible for a wider audience. Animations will be played as the project is in a waiting state, however, as users interact with the project they will be able to delve deeper into the narrative

birdseye

KD Thornton

<http://www.kdthornton.com/terminal01/prop3.html>
kdthornton@gmail.com

Each departing plane's destination is composited from Toronto via google earth. During arrival at the destination a composite layer is briefly given opacity priority, for a represented view of every departing planes arrival. The flight number, etc is displayed across the bottom of the screen. Work responds to altitude and privileges the moments when the earth becomes closer, moving again within our visual range. High number of planes always airborne necessitates their arrivals as the focus [composite would be very muddy otherwise]. Since there is a limited number of destinations [lots, but limited], google earth zooms could be cached locally.

Dual Term

Erik Adigard and Chris Salter

<http://madxs.com/dualterm>
csalter@gmx.net

Dual Term is an online installation that uses the platform of the 3-D virtual world Second Life. The project situates itself in the complex territory between physical reality and its simulacra within 3-D simulations, gaming environments and other data-driven representations of built space. Exploring two contrasting forms of immersion (noise/silence, overwhelming data versus stillness) that mark the contemporary airport experience, Dual Term presents a visual and aural walk thru 3-D experiential environment that alternates the visitor between the built space of the Safdie terminal at Pearson International and a 3-D simulacra running in Second Life on the T01 kiosk.

Passage Obligé

Maroussia Lévesque + Jason Lewis + Yannick Assogba + Raed Moussa /Obx labs

<http://obxlabs.hexagram.ca/research/semantics/citySpeak/pearson/index.html>
maroulab@gmail.com

Passage Obligé is a celebration of the fascinating network and organization behind the flying structure, and a poetic allusion to rendition flights. While flying may evoke Pucci-dressed stewardesses and faster business in a globalised world, recent controversies over this phenomenon are now an inescapable issue art cannot simply ignore. The 2006 European Commission report has shed some light on the possible issues that arise from such practice, but the topic is still largely ignored by the mass media and the public. We would like to address the fact that this practice uses commercial planes to carry military actions.

The Kiosk Designers

TESTROOM is an architectural design and research collaborative founded in 2004 made up of architects practicing in Toronto. TESTROOM has a diverse portfolio including several in-situ installations that featured the work of digital artists in both Toronto and Montreal. In each case inspiration for the design of the installation was inspired and derived from the conceptual underpinnings of the digital work. Notable examples include ID Limited, a project which was developed using a digital fabrication process, allowing for the development of complex formal arrangements. DX TAGGED involved the design, programming and installation of a project as part of a larger research endeavor on time based mapping and programming. This project was also featured at the Adobe sponsored 'Flash in the Can' digital conference in Toronto.



