

Press Release

META iPhone App
by Michael Krukar

From April 8th to 10th at Arta Gallery experience an emerging art form that is transforming visual culture!

META New Media Exhibition is an annual showcase of the thesis artworks of graduating students from the New Media program of the School of Image Arts at Ryerson University. New Media practices have become the image of the 21st Century—they represent the unification of technological advancement and creative innovation in a way that extends the parameters of artistic expression. META is an exhibition of contemporary artwork produced by the newest visionary talent working on a wide range of issues, using a variety of styles.

This year, we are excited to present the META iPhone application. Created by New Media student Michael Krukar, the META app allows visitors—or even those at home—to view images, project descriptions and artists' statements, share this information with their friends through Facebook or Twitter, receive daily updates about what's going on at META and orient themselves within the gallery space, all in the palm of their hand.

Guests at Arta Gallery for META 2010: New Media Exhibition are invited to download this application onto their iPhones or iPod Touches and navigate simultaneously through the artwork in the physical and virtual realm. Krukar's META app eases the accessibility of information and sets an advanced standard for improved wayfinding. A tool that helps us rethink the way we navigate the gallery, the META app has the potential to be integrated with other events and become a user-created network of interactive information about arts and cultural events.

Over a dozen other works will be featured in META and all will be eligible for a cash prize in recognition of artistic excellence sponsored by General Electric.

What: META 2010: New Media Exhibition, Opening Reception

When: 4:00 - 9:00 pm, Thursday, April 8, 2010

Where: Arta Gallery, Distillery District
55 Mill St Street, Suite 102, Bldg 9.

Cost: Free

Web: www.metaexhibition.ca

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