

Press Release

**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.

*Crestfallen* by Leif Parker is a kinetic sculpture that stages a natural tragedy of everyday proportions. Witness an egg that has fallen from the security of its nest, leaving the hatchling in an uncertain fate. Parker's sculpture begs for an unusually close inspection from its viewers, who have been pulled in by the helplessness of the predicament. *Crestfallen* demands an emotional response, a moment of pause, and a passing on.

Greg Moneta's *Mirror Image* is an installation piece that highlights the annual slaughter of migratory birds in Toronto's city centre as a result of urban architecture and light pollution. *Mirror Image* is an abstract commentary on Man's indifference to and responsibility for this deadly assault on nature. It is time to look in the mirror and re-establish a mutually beneficial and sustainable relationship with nature.

Join the *Slow Internet Movement*, an interactive and performance based piece by Jesse Gibbons. Meaningful relationships and social skills have become lost in the pursuit of new technology and rapid communication. Gibbons has created a social emergency accompanied by social intervention kit for real life. This kit seeks to counterbalance the accelerated pace of communications; the only technology needed is you.

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](http://www.metaexhibition.ca)

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