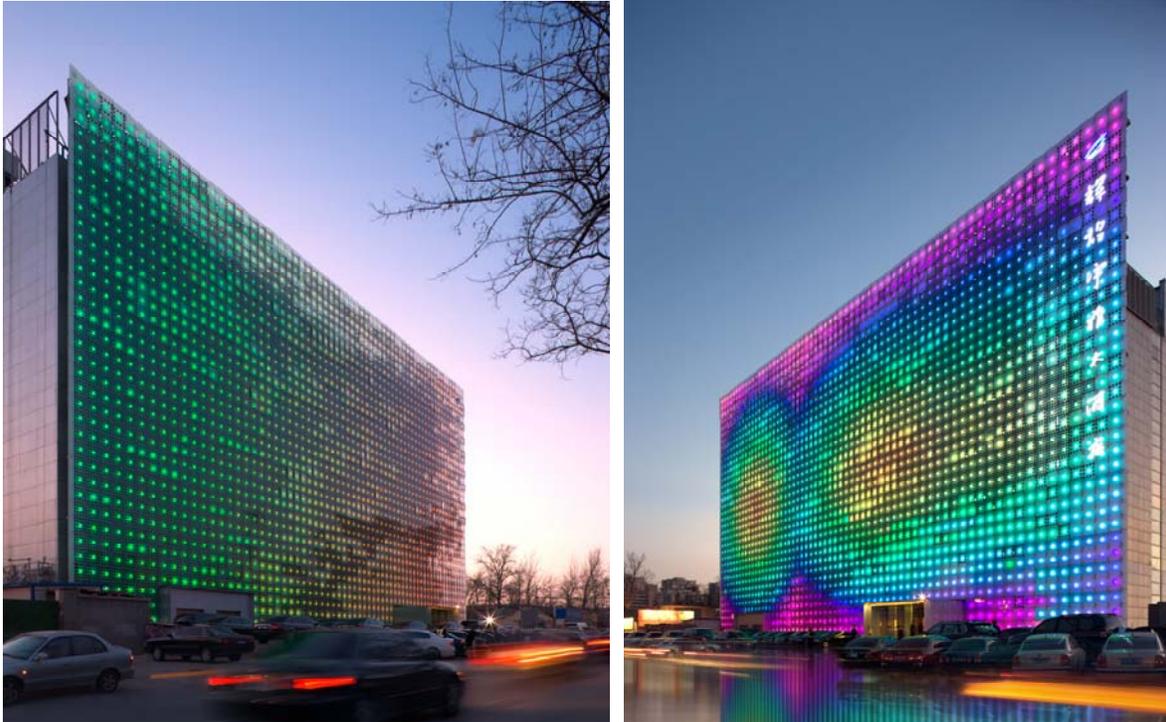


GREENPIX, BEIJING'S FIRST ZERO ENERGY MEDIA WALL, OPENS ON JUNE 24



BEIJING – GreenPix - Zero Energy Media Wall – a groundbreaking project designed by Simone Giostra & Partners Architects with Arup for Xicui Entertainment Complex in Beijing – inaugurates on June 24 with a compelling selection of specially created videos. The opening program, screened in loop every evening for six weeks after dark, consists of two distinct curatorial projects. Guest curator Defne Ayas, a Shanghai-based new media and performance curator for PERFORMA biennial, will present videos by international artists Shih Chieh Huang and Aaajiao (Xu Wenkai). GreenPix Production will present site specific videos by Russian Beijing-based artist Varvara Shavrova, Canadian video artist and software developer Jeremy Rotsztain and New York-based emerging artists Elim Cheng and Taylor Levy.

“Inspired by the most progressive NY institutions like Creative Time and Public Art Fund, GreenPix video and performance program is devoted to supporting a dynamic dialogue in the public realm in one of the most fast-developing areas of the world. Making the dialogue possible is still today an inspiring mission: in fact, the most challenging aspect of the project has been orchestrating the different parts involved by smoothing out communicational, cultural, and ethical disparities”, remarked GreenPix Chief Curator Luisa Gui.

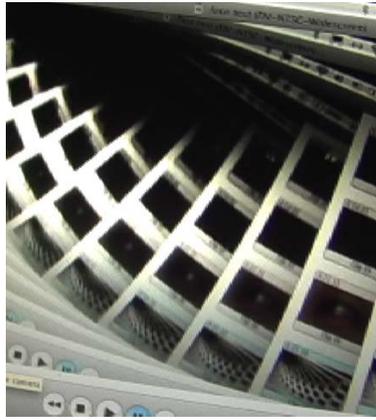
About GreenPix Media Wall

GreenPix results from the ambitious collaborative talent of architects, engineers, programmers, artists and curators. The unprecedented immense scale of the display and intensity of the light will allow a generation of young artists, both local and international, to create site specific and socially relevant projects.

The new-generation showcase is a highly visible venue, both within the Beijing metropolis and internationally, and a powerful platform to display the work of established and emerging artists. Its high visual impact will be conducive to interactive projects and artistic dialogue within and beyond China's borders. A compelling program of videos, installations and performances will be organized by a diverse team of independent curators, art institutions, galleries, media schools, corporations, collectors and benefactors, all lead by Italian New York –based curator and producer Luisa Gui.



©Varvara Shavrova



©Shih Chieh Huang



©Aajiao (Xu Wenkai)

About the Artists

Varvara Shavrova is a visual artist and curator currently based in Beijing. Born and educated in Moscow, Shavrova moved to London in 1989 where she lived and worked for over 15 years, sharing her studio time between Hackney, London and Ballycastle in Co. Mayo. Shavrova's projects include over 20 solo exhibitions in London, Dublin, Frankfurt, Beijing; curatorial visual arts projects in Ireland, UK, Russia and China, and many group exhibitions around the world. Shavrova's recent projects include 'Untouched', a multi-media installation at Beijing Art Museum of Imperial City, presented as part of 'Through the Lens: new media art from Ireland' exhibition at the first festival of Irish culture in Beijing (2008). Shavrova's 'Borders' multi-media project toured to Moscow Museum of Modern Art & Rumiantsev Palace, Museum of History of St.Petersburg, Russia (2007).

Jeremy Rotsztain is a Canadian video artist and software developer whose hybrid practice incorporates cinema, painting, computer science, sound design, performance, animation, imaging, and architecture. In his painterly video installations and digital images, Jeremy analyzes mass culture - especially Hollywood cinema - and examines our shared cultural experiences. Using serial approaches (looping) and sampling techniques (cutting and pasting), his work searches for and highlights patterns and tendencies in the design and creation of mainstream culture. Jeremy is recently completed his Master's degree in art and technology at the Interactive Telecommunications Program (ITP) at New York University. He has previously taught courses on electronic media performance and installation at InterAccess Electronic Media Arts Centre and York University (Toronto). He has performed and exhibited his work in Toronto, Vancouver, Montreal, New York City, and Berlin.

Aajiao (Xu Wenkai) is a computer visuals programmer and website designer, based in Shanghai. In 2003 he established the sound art website: cornersound.com, and in 2006 he founded the Chinese take on the blog [we-make-money-not-art](http://we-make-money-not-art.com): We Need Money Not Art. He is devoted to Processing, an open source visual programming software and Dorkbot, a non-profit initiative for creative minds.

Shih Chieh Huang creates installations that merge common, store-bought artificial materials and dissected electronics with air and water to create interactive organic living environments and sculptures. His work has exhibited at museums and galleries worldwide, including the Museum of Contemporary Art Taipei (solo exhibition); the Museum of Contemporary Art Shanghai; the University of California-San Diego Price Center; the Tokyo National University of Fine Arts and Music; the Museum of Contemporary Art in Madrid and Burgos, Spain; and the New Museum and Queens Museum in New York. He has been the recipient of a number of grants and awards, including from the Joan Mitchell Foundation, ArtSpace, Yale, the Bronx Council on the Arts, Manhattan Community Arts, New York Foundation for the Arts, the Skowhegan School of Painting and Sculpture, and the University of California San Diego.

About Guest Curator Defne Ayas

Based in Shanghai, Defne Ayas is a Curator for New York-based PERFORMA, where she has been developing and presenting performances and performance-related programs since 2004. Prior to joining PERFORMA, Ayas worked as the Education and New Media Programs Coordinator at the New Museum of Contemporary Art in New York, where she co-organized new media-related artist projects, and exhibitions including *Airborne*, *public.exe: Public Execution*, and *Democracy is Fun?*

As a curatorial consultant for Bizart/Arthub's Prince Claus Fund-the Netherlands Network Partners 2008-2010 program in Shanghai, Ayas is also one of the contributing curators of Shanghai E-arts Festival. *Final Cut*, co-organized with Davide Quadrio in October 2008, will be installed in Xujiahui-- the busiest section of Shanghai, and include performances in public spaces and commissioned content on outdoor screens. In addition, Ayas is also curating a dynamic season of animated Chinese films for Artissima's Museum of Cinema in November 2008.

Ayas completed De Appel Curatorial Training Program in Amsterdam and received her M.P.S. from the Interactive Telecommunications Program at New York University. Her actions have been reviewed by Art in America, New York Times, Frieze, Asia Art Pacific, Brooklyn Rail, and Timeout New York.

About Chief Curator Luisa Gui

Luisa Gui works on curatorial initiatives in New York City and Italy, focusing on event planning and production. Currently she is Content Manager for GreenPix Media Wall in Beijing. In April and May 2008, she produced and curated HERE, Energies and Shadows, an exhibition in South Street Seaport supported by Lower Manhattan Cultural Council in collaboration with Future Audience. Recently, she was affiliated to the Solomon R. Guggenheim Museum in New York as curatorial and research assistant. In fall 2006, Luisa curated and organized the Pool Art Fair in NY, produced by Frere Independent.

She collaborated with Fondazione Guastalla, a Swiss foundation supporting Italian contemporary art, on a presentation of a video project "Il Quarto Sesso" at the Es Hotel in Rome in April 2006. In spring 2005, she co-curated (with scholar Michele Bambling) and produced "Come Ciliegi in Fiore", an exhibition on contemporary photography and early Japanese art at the museum Complesso del Vittoriano in Rome. Luisa lives in New York and Rome.

Project: GreenPix - Zero Energy Media Wall

Location: Xicui Road, Beijing, China

Opening: June 24, 2008

Client: Mr. Zhang Yongduo, Jingya Corporation

Architect: Simone Giostra & Partners Architects

Lighting Designer and Façade Engineers: Arup

Solar technology R&D: Schüco International KG, Sunways AG

Solar panel manufacturer: Suntech China

LED Manufacturer: Thorn China

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For more information about GreenPix, please visit: <http://www.greenpix.org>

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