

FOR IMMEDIATE RELEASE

Allison Alford: Moving in the Technium

April 7–30, 2011

Reception April 9, 6-9pm

@ D-Block Projects
(A Phantom Galleries Space)
218 Promenade N
Long Beach, CA 90802

Long Beach, CA Los Angeles-based artist Allison Alford will present work in, *Moving in the Technium*, a solo show consisting of installation, video and performance opening April 9th at D-Block Projects, Long Beach, CA. In her work, Alford looks at human interactions with digital interfaces out of a curiosity of what happens within the human body while engaging a virtual environment. Body movements from rituals such as martial arts, dance, and bird mating are integrated with the use of iPhone apps, laptop touch pads, Microsoft's Kinect and Nintendo's Wii Console. Within these interactions, Alford uses gestures to articulate the multi-faceted relationship between humans and digital devices, and explores the potential for presence and intimacy as mediated by technology.



Media Contact:

D-Block Projects

Email: info@dblockprojects.com

Phone: (949) 290-1035

Website: dblockprojects.com