

FOR IMMEDIATE RELEASE
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Experimental space designed for new media art
April 12 to September 28, 2003

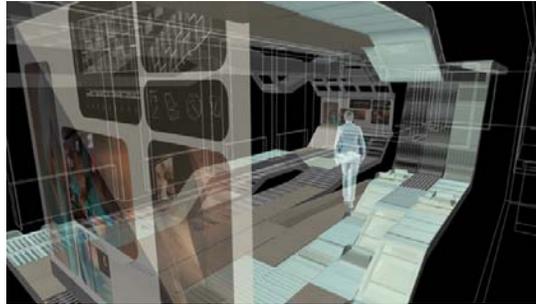


Image: NEXT: LWPAC, Next, lounge area, 2003, Courtesy of LWPAC

Vancouver, BC – An experimental gallery space designed for the presentation of new media art opened at the Vancouver Art Gallery on Friday night. *NEXT: LWPAC* was designed by Vancouver architect, Oliver Lang, and functions both as a new model for presenting contemporary art and as an independent installation.

This unique space is distinguishable from the architecture that defines the other exhibition areas of the Gallery and is an attempt to reconceptualize the standard white-cube exhibition space to accommodate a wide variety of new media artworks and traditional disciplines. By reconfiguring floor, ceiling and walls, LWPAC (Lang Wilson Practice in Architecture Culture) have created a space that makes the viewer an active participant.

“Oliver Lang has issued an invitation to re-imagine the fundamental nature of contemporary gallery spaces and a proposition that the gallery is no longer to be conceived as a neutral space notable for its predictability,” commented Bruce Grenville, Senior Curator, Vancouver Art Gallery.

Oliver Lang is a partner in LWPAC and is a professor in the School of Architecture at the University of British Columbia. He has worked widely in the field of experimental design and produced projects in New York and Berlin. Lang studied architecture in Germany and Spain and received a post-professional degree from Columbia University GSAP in New York. LWPAC are currently working on projects in Vancouver and Beijing.

NEXT: LWPAC was commissioned by the Vancouver Art Gallery and is the second installation in a new series titled *NEXT: a series on emerging artists from the Pacific Rim*. The *NEXT* space is a laboratory for new art and ideas in a wide array of media. This project reflects the Vancouver Art Gallery's commitment not only to presenting new art but also to presenting new ideas in exhibition display and architecture. *NEXT: LWPAC* is curated by Bruce Grenville, Senior Curator.

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Julie-Ann Backhouse
Communications Specialist
604 662 4722
media@vanartgallery.bc.ca

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