

INLIQUID.COM™
art/design network

FOR IMMEDIATE RELEASE

Contact: **Joan Smith, 215-235-3405**
joan@inliquid.com - www.inliquid.com

InLiquid at International House presents

Virtual Boring.
a new video installation by J. Makary
March 13 – May 1, 2009

Opening reception: Wednesday, March 18, 6 - 8 pm

Location: International House Video Lounge
3701 Chestnut Street, First Floor, Philadelphia, PA

(Philadelphia, February 2009) This spring InLiquid presents

Virtual Boring., a new video installation by filmmaker and performer J. Makary at the International House Video Lounge. Part film, part video game, *Virtual Boring.* engages viewers in user-defined play with no levels, no progression, no goals, and no end. Players move through scenes created with video and Flash animation and are prompted by visual cues to execute video-game activities... but why? In *Virtual Boring.* J. Makary creates video game art without meaningful content in an effort to determine what drives game behavior and to suggest an alternative to winning -- either losing or holding steady -- that we confront every day.

J. Makary's *Virtual Boring.* consists of a series of screens that build a loose narrative and give the illusion of choice and interaction, but in fact have been programmed to give none of the satisfaction of free will. Coins can be collected, but no value accumulates; Flash icons can be clicked, but their only action is to frustrate typical game expectations. *Virtual Boring.* plays the player by "pushing buttons" of another sort, moving gradually into more and more absurd visual imagery and underlining the humor of inevitability, in video games, in storytelling, and in life.

J. Makary is a filmmaker, video artist, and dancer. Makary studied at the Graduate School of Fine Art, the University of Pennsylvania and has a BS in Journalism from Northwestern University, Evanston, IL. In 2008 she screened her video *Wanna Kiss Myself* as a solo exhibition and live performance at Nexus / Foundation for Today's Art in Philadelphia. Makary's art has been included in *Z-in-Motion* at the Zodiak Centre for New

continued...



Dance, Helsinki, Finland; and in Philadelphia group exhibitions at Kelly & Weber 201 Gallery and Meyerson Gallery at the University of Pennsylvania. Her films have been screened at *Vernacular Spectacular* in 2007 at the University of Pennsylvania and the 2006 American Dance Festival at Duke University in Durham, NC.

Admission is FREE to International House art exhibitions. Video installations at International House are made possible with the support of Genesis Asset Protection.

(Image: *Virtual Boring.*, concept design, 2008)

###

About InLiquid

Founded in 1999, InLiquid is a 501(c)(3) nonprofit membership organization dedicated to expanding opportunities and exposure for visual artists while serving as a freely-accessible hub for arts information. By providing the public with immediate access to view the portfolios of over 270 artists via the internet, through "real world" activities and exhibitions in a variety of partner venues, and through an extensive online body of timely art information – including gallery listings, articles, reviews, artist resources, links, and discussions -- InLiquid hopes to bring to light the richness of our region's art activity and broaden audiences for all forms of visual art. www.inliquid.com