

INLIQUID art+ DESIGN TM

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InLiquid at International House presents:

Sound of Sight:
Experiments in Audio-Visual Translation,
a new video installation by Ashley John Pigford
May 8 – July 31, 2009



International House Video Lounge
3701 Chestnut Street, First Floor, Philadelphia, PA
Opening reception: Wednesday, May 13, 6 – 8 pm

(Philadelphia, April 2009) This summer InLiquid presents *Sound of Sight: Experiments in Audio-Visual Translation*, a video installation by Ashley John Pigford at the International House Video Lounge. There will be a reception for the artist on **Wednesday, May 13**, 6 to 8 pm.

In *Sound of Sight*, Ashley John Pigford demonstrates his explorations in translating sight and sound. He is interested in the creation of new forms of audio-visual compositions based on programmatic and interpretive strategies that transpose banal situations into "synesthetic experiences." The video works of *Sound of Sight* are accompanied by printed documentation and diagrams explaining the various experimental processes that Ashley has developed for the installation.

Ashley John Pigford is an artist, designer, and educator working across a wide range of media including micro-electronics, letterpress, video, sculpture, installation, and performance. He currently serves as Assistant Professor and Coordinator of the Visual Communications degree program in the Department of Art at the University of Delaware. Ashley received his MFA in Graphic Design from the Rhode Island School of Design and his BS in Visual Communications at the University of Delaware in Newark. Ashley's current research, pedagogy, and studio practice are focused on the discovery of new forms of communication media through active awareness of design and creative experience. Explaining his practice and the inspiration for this current body of work, Ashley states:

"The things I create are inspired by many sources including common or obsolete technology, typography, music and the relationship between sight and sound as a phenomenological experience... At the core of my process is the curiosity for how sound communicates and evokes,

continued...

especially when combined with visual and/or tactile experiences. In many ways, sound is more important to me than any other sense because we experience it directly – as a physical vibration within our bodies. Our minds do not require knowledge to engage with sound, we can simply be in the moment of our own perception. Further, the combination of sound with more rational or cognitive elements (things already known to the mind) compounds the significance of each – something is experienced that is greater than the sum of its parts.”

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

Image credit: *Sound of Sight*, concept design, 2008

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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 venues, and through an extensive online body of timely art information—including gallery listings, articles, reviews, artist resources, links, and discussions—InLiquid brings to light the richness of our region's art activity and broadens audiences for all forms of visual art. www.inliquid.com