

A.I.R.

GALLERY

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FOR IMMEDIATE RELEASE

debra l. hampton: <CONTENT="null">

January 6 – 27, 2001

Reception: Jan 6, 7-10pm

A.I.R. Gallery is pleased to announce <CONTENT="null">, an installation by debra l. hampton. The exhibition will be on view in Gallery I from January 6 – 27, 2001. The public and press are invited to an opening reception for the artist on Saturday, January 6th from 7-10 pm.

In this installation, Ms. hampton explores the idea of content as commodity. How is the value and definition of space changing and what are we filling it with? Investigating these ideas, the artist removes any objects or content from the installation. Only transparent walls etched with programming code occupy the space transforming the gallery into a maze for the visitor to navigate and decode.

While the battle to maintain stickyness produces an Internet filled with vacuous goo and marketable content, information is determined by profitable clicks from the user. Individual identity is sacrificed not in the name of counter-culture rebellion, but for viral marketing campaigns to produce higher profit yields.

Using code as a medium, the artist manipulates strings of dynamic script and forms to comment on the roles language, marketing, and consumerism play on the individual in the electronic environment. An online project will be live January 6th to accompany the installation.

debra l. hampton moved to New York in 1996 where she completed a Master of Arts degree at New York University. Ms. Hampton is also co-organizer for *Emergence: Women in New Media*, a new series of events and exhibitions hosted at A.I.R. Gallery. Her views on technology, art, and gender are included in a roundtable discussion with Guggenheim Museum curator Jon Ippolito, published in the Wired Women edition of *ArtByte Magazine* (July-August 2000).

For more information, please contact gallery director Dena Muller at 212.966.0799

<CONTENT="null"> will be online at www.pxlbox.org/null/index.html
A.I.R. Gallery: www.airmyc.org email: info@airmyc.org