

Artists Among Us—Lee Kim Recently Named Finalist for the 2011 DATA Awards

by Christopher Cussat

On occasion, we like to update you about what some of our *Artists Among Us* alumni are up to these days. This month we are proud to mention the recent achievement of attorney, Lee Kim, who was featured in our last installment. This writer and photographer was selected as a finalist for The Pittsburgh Technology Council's 2011 Design, Art and Technology (DATA) Awards for her artistic submission—which is a hybrid of photography and technology.

The Art + Technology Initiative was formed in 2008 in an effort to unite and cultivate the creative and technology communities in the Pittsburgh region. By exploring the various intersections of Art and Technology, and creating unprecedented strategic partnerships, the initiative aims to enhance the productivity of both groups, while fostering this nexus to spur regional progression.



Stan Franzos

Lee Kim

The DATA Awards are given to the company or individual that has created the most innovative work of art incorporating technology or technology-themed content. Finalists will be invited to participate in the New Media Exhibition that accompanies the awards ceremony, in addition to an exhibition at the 15 Minutes Gallery. All media was considered, including visual arts, music, video, sculpture, and others. There are several categories for the DATA awards—Kim applied as an individual artist and she was selected as a finalist for the Art + Technology Award category.

Kim Chestney Harvey, Creative Director, Art + Technology, for The Pittsburgh Technology Council, explains the submission, evaluation, and selection processes. “A public call for entries was launched after the new year, seeking businesses and individuals working at

the intersection of art and technology. Finalists and winners were judged by a team of industry experts, based on creativity, innovation, and use of technology.”

As part of the application, artists could submit URLs for their work. Kim submitted an “Art 2.0” photo collage entitled *Aspirations and Perspectives*. She describes, “It incorporates 2D color barcodes in the piece. Patrons can scan the barcodes to obtain information about the work, the artist, and the copyright using their mobile devices.” Kim explains that in this vein, there is no need to use headphones or refer to a handout to obtain information about the work, since the informational content is already associated with the work.

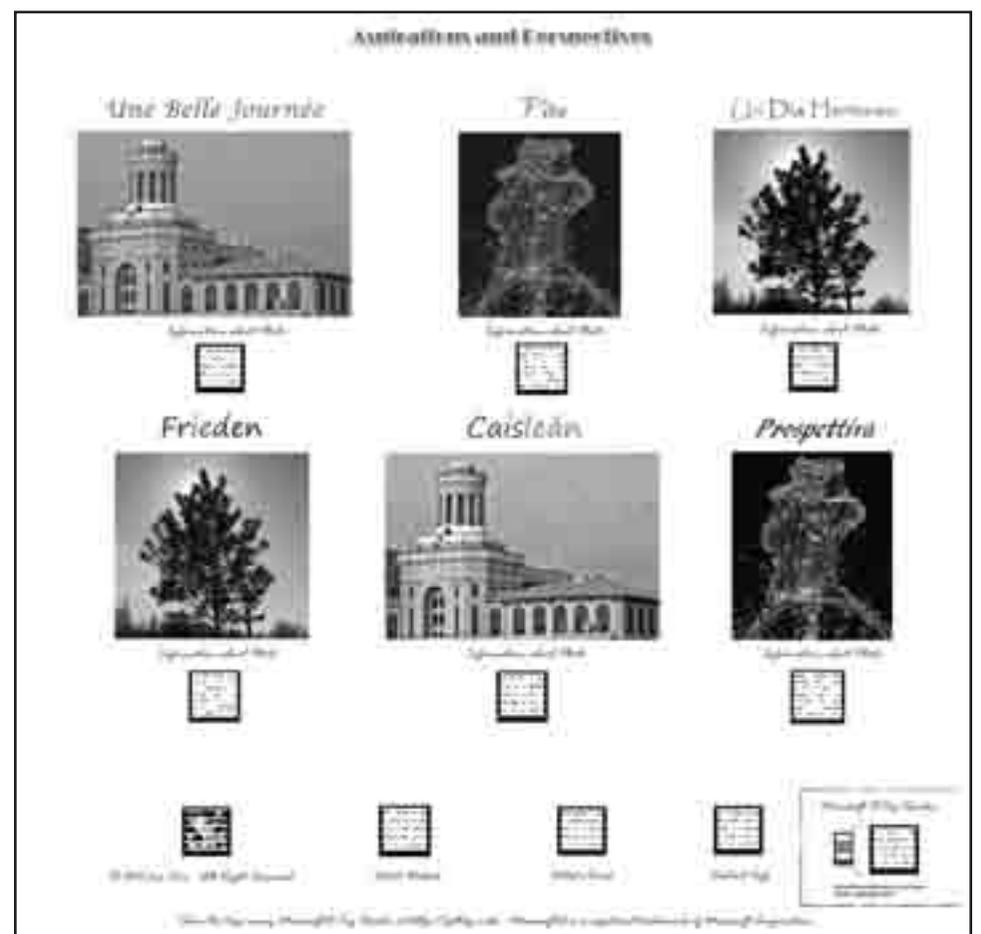
Further, the informational content associated with the barcodes may be dynamically updated by the artist on demand. “It also provides a solution to preventing US and international orphan works since it provides a mechanism for retrieving the artist’s contact information on demand, which the artist may update to keep current. I believe that this is a novel application to art and that this advances the ‘technology’ of art,” Kim adds.

Kim chose to submit this particular piece because of the collage and language aspects of the work. She explains, “I had photographs from several years ago of a water feature, a building, and a tree—I liked them all and so I designed a photo collage featuring all of them.” The collage has headings above each photo which describes a word or a phrase in a language other than English and embodies either an “aspiration” or a “perspective” (hence the name of the work, *Aspirations and Perspectives*). “Because the work has international ramifications, the collage contains words and phrases which are French, German, Latin, Spanish, Irish, and Italian—in addition to English,” she notes.

Her work is actually multi-dimensional and includes:

- Photos (more than one kind of image—not just a repeat of a single image);
- Two variations of the three photos—original and oil painting;
- Barcodes are included for each photo and also in the footer of the work (with artist, copyright, and contact information);
- Words and phrases as headings for each of the photos (which are not in English, but if you scan the barcode with your mobile device, you can obtain the English translation if you are unfamiliar with the foreign language).

Having this type of public recognition of her art for the first time is a great thrill for Kim and she feels honored, as well as inspired to continue her artistic work. “I have always wanted to have my work exhibited. Reaching a goal is always satisfying and I look forward to what is next,” she adds.



Harvey and everyone involved with The Pittsburgh Technology Council are very excited that the DATA Awards continue to get bigger and better each year. “We are honored to celebrate the fine innovators working in this sector and encourage anyone working at the intersection of technology and art to get involved in our initiative.”

For more information about The Pittsburgh Technology Council and the Design, Art and Technology (DATA) Awards, visit www.pgtech.org or call Kim Chestney Harvey at 412.918.4223. †

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