GEO GOO (info park)
by JODI
EXHIBITION / iMAL / BRUSSELS
18 OCT – 09 NOV 2008

JODI (www.jodi.org), the Belgian-Dutch duo pioneer of Net Art, explores the relations between the world we build through the Internet and the one based on our past mental and physical maps. Services such as GoogleMaps have changed radically our worldview by making the Globe accessible as a commercial multi-user surface. Mapping these online geometrical constructs to reality and vice versa, overlaying their figures as jogging paths, The 'Parc Royal' of Brussels (Warande Park) becomes an INFO Park revealing symbols and mysteries of the capitale of Belgium and Europe, amplifying or deconstructing them through an intricate web of data and associations.

For centuries, geometry has been overloaded with symbols, starting from pure mathematical objects to esoteric and mystic signs, hiding in complex figures meanings to be revealed to the gurus, the persons in the know or the psychedelic explorers. Geometrical shapes and lines were drawn on the territories, the cities, the architectures and the monuments or the crop fields. The Royal Parc of Brussels is a well known example with its triangle + circle = Masonic compass. JODI is connecting this long tradition of tracing geometry on the ground with the new geometries one can draw on the surface of the Earth as proposed by online tools such as Google Maps and Google Earth. Of course, the duo of artists draws in a pure JODI style: hectic and free traces resulting from extreme coding and hacking. As they always did since their first web pages in 1995, JODI uses the codes of Internet (e.g. html) and the codes inside the computers (binary) as their artistic material. They paved the way for Net Art and renewed Computer Arts as much as Nam June Paik opened new fields for video art. But the work of JODI plays also with the processes of coding/decoding, of deciphering cryptic data in a chaotic surface. Messages are hidden, only visible to the ones who will dare to dig into the code (see http://wwwwwwwww.jodi.org/). In the exhibition GEOGOO (Info Park), many things can be constructed into meanings, it just depends on you and your capacity to disconnect and reconnect: the radial glimpses of the sunshines in the video, the 3 DJ turntables laid on a perfect triangle at the visitor's disposal (backmasking!), the jogging walks through Brussels roundabouts. And if you can not reconfigure, just contemplate, it is beautifully rewarding.

550.8446, 4.3637 Brussels Park
The largest urban public park in the center of Brussels is surrounded by the Royal Palace of Brussels, Fortis Bank, Brussels Centre for Fine Arts, the Belgian Parliament and the U.S.A. embassy. In the summer, free parties are organized every weekend in the heart of this park.The place is served by Park metro station on line 1A/1B of the Brussels metro.Its main paths and fountain are laid out in the form of Masonic symbols (in particular the compass).

More on http://www.imal.org/GEOGOO
JODI's site : http://geogoo.net

About JODI
Jodi's work (www.jodi.org), the pioneer belgian/dutch duo of Net Art (Joan Heemskerke/NL - Dirk Paesmans/BE), has been included in many international exhibitions and festivals: Documenta X in 1997, Rotterdam (DEAF98), ZKM (net_condition, 2000), Tokyo (2001, 2002), Madrid (Arco/De-game, 2001), Berlin (Transmediale: 1997, 2000, 2002, 2006), New York (1997, 2003, Guggenheim/2004, 2005, 2007), Chicago (ISEA97), Plug-In (Basle, 2002), Paris (Centre Pompidou/2003, 2004, 2006), SFMOMA (San Francisco, 2004), Montevideo (Amsterdam, 2006), or more recently at the Stedelijk Museum (Amsterdam) in the 'Deep Screen - Art in Digital Culture Proposal for Municipal Art Acquisitions 2008'. In 1999, they received a Webby Award in the Arts category, proclaiming in their compulsory five-word acceptance speech, "Ugly corporate sons of bitches!"

More on : http://en.wikipedia.org/wiki/Jodi
http://www.jodi.org

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Excerpt from JODI's biography by Domenico Quaranta in Holy Fire, art of the digital age, exhibition catalogue, 2008
"In it's transparent coherence, what this mysterious European duo have done in the last 15 years has been unsurpassed in many ways - and for many it remains a revelation. Jodi have taught us to puncture the interface, to go beyond the surface, to contaminate languages, to look for a new way of interacting with the software; and they have done this without ever labelling their work as 'art', without ever creating an online 'gallery', but allowing others to do it for them. Even today, the only real homepage for Jodi is the entry in Wikipedia. This means one can still come across their work 'by chance', without any preconceived ideas: still the best approach. Falling headlong into Jodi's web without a safety net is an experience that leaves its mark."

http://www.imal.org/HolyFire/

Support
GEO GOO (info park) is produced by iMAL with the support of the Minister-President of the Brussels Capital Region, the Minister-President of the Government of the French-Speaking Community of Belgium, the Mondriaan Foundation (Amsterdam).

Catalogue
A 32 pages color booklet designed by the artists is published and freely available for the visitors or on demand.

Practical info
18 OCTOBER - 09 NOVEMBER
Opening on OCT 17, 18:00

Opening hours
Tuesday, Wednesday, Friday : 14:00 - 19:00
Thursday: 14:00 - 20:30
Saturday, Sunday: 13:00 - 19:00
Closed on Monday

Address
iMAL Center for Digital Cultures and Technology
30 Quai des Charbonnages/Koolmijnenkaai 30
1080 Bruxelles/Brussel 1080
(metro Comte de Flandres/Graaf van Vlaanderen)

Entry fee
Adults : 5 EUR
Students, unemployed: 3 EUR

About iMAL, Center for Digital Cultures and Technology
iMAL (interactive Media Art Laboratory) is a non-profit association created in Brussels in 1999. In October 2007, iMAL opened a new venue, a Center for Digital Cultures and Technology for the meeting of artistic, scientific and industrial innovations, a place dedicated to the contemporary artistic and cultural practices emerging from the fusion of computer, network and media. iMAL is: (1) a laboratory and a research,experimentation & production workplace for artists in residence (2) an education center which organises workshops targeted to creative people (artists, designers, developers,Š) under the direction of leading international artists (3) an art&culture center producing exhibitions (e.g. "Infiltrations Digitales"/2004, "Art+Game"/2006, "Holy Fire, art of the digital age"/2008), concerts, performances, conferences in order to create critical, interdisciplinary encounters between the public, artists, technology, and society.

More info on http://www.imal.org