



JACOB CIOCCI & JEFF CROUSE
JUST ANOTHER WORDPRESS SITE!!!
CURATED BY BECKY KOBlick
JULY 24 – SEPTEMBER 4, 2010
www.lightandwiregallery.com

Light and Wire Gallery is pleased to present JUST ANOTHER WORDPRESS SITE!!!!, a project by Jacob Ciocci and Jeff Crouse.

In this project Ciocci and Crouse have redesigned Light and Wire Gallery's characteristic website so that every time you visit a new page, a different layout or WordPress Theme is loaded behind the gallery's usual content. Crouse's code randomly loads 1 of 20 different Themes, while Ciocci has visually modified each one. Fundamentally, the WordPress theme system is a way to "skin" one's website. Not only does this determine the look of the site but the WordPress themes can provide control over the presentation of the material on a website. As one clicks through each theme, this generic design platform that largely informs the aesthetics of the web is revealed for its amateur quality.

You may find yourself thinking:

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Ciocchi and Crouse built this project with support from Eyebeam Art and Technology Center, New York. Eyebeam is a non-profit art and technology center that provides a fertile context and state-of-the-art tools for digital research and experimentation. It is a lively incubator of creativity and thought, where artists and technologists actively engage with culture, addressing the issues and concerns of our time. Eyebeam challenges convention, celebrates the hack, educates the next generation, encourages collaboration, freely offers its contributions to the community, and invites the public to share in a spirit of openness: open source, open content and open distribution.

www.eyebeam.org

Jacob Ciocchi is a founding member of the east coast art collective Paper Rad. His work is concerned with the relationships between popular culture and technology. In his paintings, comics, performances, net art and videos, contemporary and recently forgotten cultural symbols confront one another inside a frenzied cartoon universe that is simultaneously celebratory and critical.

Jacob's work has been shown at the MoMA (Automatic Update, 2007), the New Museum, (ArtBase 101, Paper Rad & Matt Barton, 2005), The ArtReview 25 at Phillips de Pury, New York (2005), The Contemporary Museum, Honolulu (2003), Tate Britain, London (2003); the Museum of Contemporary Art, Chicago (2003) and the Institute of Contemporary Art, London (2003).

Jeff Crouse's work playfully comments on the role of technology in our lives. His work takes many forms, including software, web applications, installations, games, and video. His mixed reality installation, “Invisible Threads”, was featured at the New Frontiers Gallery at the Sundance Film Festival in 2007. His work has also been shown at the the DC FilmFest, the Come Out and Play Festival in Amsterdam, Laboral in Gijon, Spain, the Obie Awards, and the Eyebeam Art & Technology Center in New York.

Jeff received his MS from the Digital Media program at Georgia Tech in 2006 and then joined Eyebeam as a production fellow in 2007. He is currently a Senior Fellow at Eyebeam, a freelance programmer, and teaches in the Parsons Design and Technology program. He has received grants from Rhizome and Turbulence.

Becky Koblick is a curator based in London, UK.

We ask that you visit www.lightandwiregallery.com to see the show.

Light & Wire Gallery

P.O. Box 26097

Los Angeles, CA 90026

www.lightandwiregallery.com

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