

PRESS RELEASE IN ENGLISH

Any sufficiently advanced technology is indistinguishable from magic.

- Arthur C. Clarke

Welcome to the opening of ITAF Yle, exhibition by Kathrin Günter and founding of MUTA (MUSEUM OF Teletext Art). The artist will be present in the opening.

Thursday 20.3.2014 8pm at FISH Helsinki (Alppikatu 17 lh2, Helsinki).

The FixC cooperative organises together with Yleisradio, Finnish Broadcasting Company, a **festival of Teletext Art ITAF Yle. The artworks will be broadcasted 20.3. – 22.4.2014 on Finnish teletext pages 525 – 541.** The works are also webcasted.

The festival program includes an **exhibition of works by Kathrin Günter**, the winner of Teletext Art Prize 2013 and a video compilation of ITAF Yle teletext art works with a soundtrack by Uli Mayr, including "Das Atom im Videotextreich" by Dragan Espenschied's Eurodance band, Bodenständig 2000. The exhibition takes place in the brand new FixC cooperative showroom: FISH Helsinki.

The ITAF Yle opening event also celebrates the founding of the world's first and probably last **teletext art museum MUTA (Museum of Teletext Art)**. The museum will show artworks on a regular basis on a permanent teletext page in Yle Teletext. In addition, the museum will archive the teletext artworks in digital form for the media archeologists of the future, as part of VILKE, the collection of Finnish electronic art.

The ITAF Yle teletext artworks have been previously shown in ITAF2013 in ARD text, ORF TELETEXT and SWISS TELETEXT. In one month over a million people viewed the artworks. Following the success ITAF2013 was selected into the ARS Electronica program in Linz Austria.

The participating artists in ITAF Yle are:

LIA, Manuel Knapp, UBERMORGEN, Daniel Egg, Marc Lee, Raquel Meyers, Kathrin Günter, Max Capacity, Dragan Espenschied, Jarkko Räsänen, Goto80, Seppo Renvall, Dan Farrimond, Juha van Ingen, Cordula Ditz and John Lawrence.

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In the first exhibition of FISH Helsinki are presented recent works by the last year's winner of Teletext Art Prize Kathrin Günter. In her art Günter utilises the methods of paparazzi and tabloid journalism in presenting herself in photographs of the fictional situations familiar from the pages of the tabloids. Her works have been shown e.g. in "Paparazzi! Photographers, stars and artists" -exhibition in Centre Pompidou-Metz.

The upcoming program of FISH Helsinki includes exhibitions, events and presentations of works from VILKE, the collection of Finnish electronic art.

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The FixC cooperative launched the international Teletext Art Festival ITAF in 2012 in collaboration with Finnish Yle Television and ARD Text. This marked the new renaissance of teletext art.

Considering that teletext has been used by millions of people daily during its 40 years of existence, it has so far remained a relatively unexplored territory for artistic creation. Ever since it was launched by the BBC in 1973, there have been several serious efforts to open up teletext for art. One example is Microtel by Lektrolab, which was created in association with the Witte de With Center for Contemporary Art during the International Rotterdam Film Festival in 2006. Although teletext has had a steady stream of fans within the artistic community, including some well-known names such as the Jodi artist collective, it has never gained the status it deserves as an art form.

Now that High Definition has become established as a standard and the race towards crisp images has slowed down, a growing number of artists have returned to the basic structures of electronic art. This can be seen as the main reason for the revival of teletext in this context. Other phenomena explaining the sudden interest in teletext art, especially among young artists, is the retro factor.

The minimal aesthetics and limited technical possibilities make teletext a unique medium and also an interesting challenge for artists: to make teletext pages, a specific file format and editor are needed. A teletext page can be perceived as a grid of 24 rows and 40 columns. To change the colours of the graphics, text and background or to add a blink effect, a control character needs to be inserted. Each time a control character is placed, it uses up one space in the grid, which then appears black. The artworks can be viewed with teletext editors or made into animated images but the true forum for teletext art is, of course, the teletext itself.

More info on ITAF and the participating artists visit: **www.teletextart.com**

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