

# PREFIX P H O T O

## ***PREFIX PHOTO EXPOSES INTERACTIVE ART WITH EXHIBIT BY RENOWNED DIGITAL ARTIST DAVID SMALL***

FOR IMMEDIATE RELEASE

**(Thursday April 24, 03 -- Toronto)** - PREFIX will celebrate the release of its latest issues of *Prefix Photo* by hosting a solo exhibition titled *The Illuminated Manuscript* by internationally acclaimed artist-designer David Small as a Special Programming Event of Contact 2003, Toronto's Festival of Photography. The event will take place on May 29, 2003 at the Realtime Gallery at the Distillery Historic District, Toronto.

"It's an extraordinary privilege to be facilitating David Small's first exhibition in Canada. A brilliant and thoughtful technician, he brings the creativity of the artist to design and the technique of the designer to art. *The Illuminated Manuscript* addresses a timely, fraught and contested subject: freedom. Is it any wonder that the contemporary art world is embracing his work with such enthusiasm?" remarked Scott McLeod, Editor *Prefix Photo*.

Dedicated to the themes of design and architecture, issues six and seven of *Prefix Photo* will feature essays and photographic portfolios by a selection of eminent field experts and artists. Portfolios include conceptual artist and student of Bernd Becher, **Candida Höfer**, video installation artist **Steve McQueen**, and Canadian photographers **Jeff Wall**, **Lynne Cohen** and **Edward Burtynsky**, as well as selected film stills from Winnipeg-based experimental filmmaker, **Guy Maddin**. Also featured will be a collection of David Small's work. Essay contributors include **Hal Foster**, Professor of Art and Archeology at Princeton University and **Robin Metcalfe**, Curator of Contemporary Art at Museum London.

Originally commissioned by Okwui Enwezor, Artistic Director of Documenta 11, for its main exhibition in Kassel, Germany in June 2002, *The Illuminated Manuscript* is a 26-page hand-bound book printed with virtual typography by a video projector. Words or phrases can be manipulated by the touch of a hand as each turn of the page reveals a different multi-dimensional visual strategy. The text itself is based around "The Four Freedoms," Franklin Delano Roosevelt's speech of January 6, 1941. Through the work's interactive components, the artist has incorporated text by other writers on prevailing concepts of freedom, both past and present.

**David Small** is an established American artist whose creative output includes contemporary art and design. A graduate of the MIT Media Laboratory in 1999, Small's research focussed on the display and manipulation of complex visual information. He is a protégé of John Maeda, one of the world's foremost thinkers regarding digital technology. Small's work has been exhibited worldwide and includes typographic animation designed for the Brain Opera in collaboration with Yin Yin Wong in New York's Lincoln Center as well as the National Design Museum (NY), Interaction '99 (Japan), Imagina99 (Monaco), The Chicago Museum of Science and Industry, the Museum of Modern Art (NY) and the Sex Museum (NY).

"For me, design is about giving tangible form to abstract information."

David Small

over...

Launched in May 2000, *Prefix Photo* magazine has secured raves for its stunning imagery, innovative design and intelligent essays. Winner of numerous awards for art direction, *Prefix Photo* was named Best New Magazine 2002 by the National Magazine Awards Foundation and is currently nominated for three NMA awards for its cover, spread and entire issue. Distributed throughout North America semi-annually, *Prefix Photo* is supported by the Ontario Arts Council, the Canada Council for the Arts and the Canada Magazine Fund of the Department of Canadian Heritage. PREFIX recently acquired a permanent exhibition space in the heart of Toronto's arts community at 401 Richmond West.

### **EXHIBIT DETAILS**

PREFIX, publishers of *Prefix Photo*  
In association with  
Contact 2003, Toronto's Festival of Photography  
Present  
David Small's *The Illuminated Manuscript*  
May 29 - June 28, 2003  
Times: open daily from 10 AM to 6 PM  
Realtme Gallery at the Distillery Historic District, Toronto - 55 Mill St.  
T 416.866.8687

### **MAGAZINE AND EXHIBIT LAUNCH**

Thursday, May 29, 2003  
6 PM lecture by David Small  
7 to 10 PM magazine launch and exhibition opening reception

### **MEDIA CONTACT**

Daphna Nussbaum  
T 416.892.5038  
E daphnan@primus.ca

### **PREFIX PHOTO**

401 Richmond Street West • Box 117 (Suite 124)  
Toronto, Ontario • Canada • M5V 3A8  
T 416.591.0357 • E info@prefix.ca • www.prefix.ca

### **PREMIER SPONSOR**

YOU'VE GOT TO SEE IT IN  COLOUR.™

Prefix Photo gratefully acknowledges the support of our Premier Sponsor, Epson; our Supporting Sponsors, C.J. Graphics, Magical Catering, Steam Whistle Brewing; and the host of our event, Realtme Gallery.