



October 31, 2012

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Exhibition showcases music video artistry at UM's The Art Gallery, November 6, 2012–December 14, 2012

COLLEGE PARK, Md. – University of Maryland's The Art Gallery is excited to present *What It Is, What It Was: Music Video as Art*, which considers the appellation art for a select group of some forty music videos.

What It Is, What It Was: Music Video As Art explores the capacity of the music video, a popular and commercial form since the 1980s, to transcend and transform the limits of the genre - repetitiveness, visual eye candy, and the primacy of the singer performing their latest hit single - and to make a short film that traffics in the melodic, rhythmic, and lyrical structures of a song while extending the experience of the viewer beyond the song and into a world-not-yet-seen.

These videos may be hits, like Gnarl's Barkley's "Crazy" or The White Stripes's "Seven Nation Army," or obscure masterpieces, as is the case with the Quay Brothers video for His Name Is Alive's "Can't Go Wrong Without You," but they all share the quality that one cannot turn away from them; the video is as important as the song, and from these two parts is forged a work of art.

The approximately forty videos that comprise the exhibition reflect this overarching standard: they are at turns compelling, beautiful, hypnotic, thought-provoking, dark, rich, textured, layered, meaningful, or challenging. From the simple, and simply achieved, poignancy of Gary Jules' "Mad World" to the lyrical fusing of found elements in Jean-Francois Coen's "La Tour de Pise" to the brilliant decaying choreography of XX's "Islands," the videos in this exhibition transcend the well-worn confines of the genre and reveal that artistic vision and creativity thrives beyond the mass-media commercial universe of MTV and VH1.

Because our original opening week festivities was disrupted by Hurricane Sandy, the Art Gallery has reconfigured the public reception for the exhibition, which now will be held on Thursday, December 6 from 5 p.m. to 7 p.m. With the exception of the University of Maryland's Thanksgiving break from November 22–November 25, the exhibition will be open to the public through Friday, December 14, 2012. The Art Gallery is located at 2202 Art-Sociology Building on the University of Maryland College Park campus. Please visit www.artgallery.umd.edu or call 301-405-2763 for more information.

The Art Gallery is supported by a grant from the Maryland State Arts Council, an agency dedicated to cultivating a vibrant cultural community where the arts thrive. Funding for the Maryland State Arts Council is also provided by the National Endowment for the Arts, a federal agency, which believes that a great nation deserves great art. The gallery is also supported in part by the College of Arts and Humanities, the University, as well as national, state and local arts agencies, foundations, corporations, and private donors.