Swiss Institute

For Immediate Release

Jon Kessler, in collaboration with Global Village Idiot
Launch New iPhone App, *The Web*
Introduction by Triple Canopy's Alexander Provan
Press Conference: April 28, 2PM

Swiss Institute is pleased to host a special press conference and performance to take place Sunday, April 28th at 2PM featuring Jon Kessler's acclaimed iPhone app *The Web* and Global Village Idiot, Kessler's new enterprise devoted to the creation of such applications, with an introduction by Alexander Provan.

After creating a number of site-specific installations and surveillance-based works, visual artist Jon Kessler has launched Global Village Idiot, a company dedicated to innovating the art-viewing experience. Global Village Idiot is pleased to present *The Web*, the first iPhone app of its kind that directly links viewers to visual art production. Once the app is downloaded, it enables users to directly participate in the art-making process, feeding user iPhone images into a larger installation of the same name and streamlining the connection between installation, viewer, technical apparatus, and movement. While logged into the app a familiar startup sound bite plays simultaneously throughout the gallery and over user's iPhones, every sixty seconds, further reminding them of their presence in *The Web.* The result is a one of a kind art experience.

The application, *The Web*, will be launched at a special press conference at Swiss Institute on April 28th at 2pm. Introduced by Alexander Provan, Global Village Idiot, the app's developer and Jon Kessler's new endeavor, will be available to answer questions and explain the unique features of this cutting-edge development.

RSVP by April 26, rsvp@swissinstitute.net

This event is kindly supported by TechCrunch's annual conference DisrupyNY2013.

Jon Kessler work explores the connection between bodily movement and technical apparatus, often deploying mechanisms and video to facilitate this relationship. He has had solo exhibitions at MoMA PS1, New York; the Carnegie Museum of Art, Pittsburgh; the Phoenix Kulturstiftung; Sammlung Falckenberg, Hamburg, Germanyland most recently, the Fisher Landau Center for Art, New York. Kessler is a professor at Columbia University's School of the Arts, Division of Visual Arts.

Global Village Idiot first appeared in a sculpture of Jon Kessler from 2004 called, *Party Crasher*. He returned as the central character for *The Palace at 4 AM*, in 2005, and he was also featured as the Ghost of Suicide Bombers Past in the exhibition *The Time Was Now* in 2009. His figure is central to *The Web* (2013).

Alexander Provan is the editor of Triple Canopy, a magazine and editorial collective based in New York, Los Angeles, and Berlin. He is also a contributing editor of *Bidoun*. His writing has appeared in *The Nation*, *The Believer*, *n+1*, *Bookforum*, *Artforum*, and *Frieze*, among other publications. Provan is the recipient of a 2011 art and research grant from the Centro Cultural Montehermoso Kulturunea (Vitoria-Gasteiz, Spain), where his project, Popular Legacy, was exhibited in the summer of 2012.

The Web is a commission by the Métamatic Research Initiative, Amsterdam.