

## ***blink***

***blink*** is an international collaboration of artists determined to contribute to change. ***blink*** as a project records how the world is - at this precise moment of impending change - through the eyes of artists from all around the globe.

### GUIDING CONCEPT

In the blink of an eye the world can be changed, refreshed, made new: We believe that the artist's gaze is a true gaze and unchallengeable.

***blink*** will be a unique collection of digital works in which each artist will answer the voices of the ones before, so that ***blink*** organically becomes an accumulation of the artists gaze. All contributing pieces will be between 30 seconds and 3 minutes. Each piece will be made by an artist from a country different from the one before as we seek a description - a snapshot - of the world that transcends cultural values. The artists who contribute to ***blink*** also seek to contribute to solving an actual practical problem:

When material has been gathered, a DVD will be manufactured for limited edition sale and the proceeds will be donated to El Refugio del Rimac in Lima Peru.

Every night street children are murdered - throughout history the vulnerable and the innocent have been identified by some as the root of the problems in their society. The more enlightened members of that society have tried to safeguard these children by giving them sanctuary, a roof over their heads which will save their lives. The artists involved in ***blink*** freely give their labour and their art to support any initiative which supports the innocent and the vulnerable. The Swiss Peruvian charity that is doing this work in Lima, Peru, is called El Refugio.

### THE ARTISTS AND THE THEME

Some of the most substantial and pioneering video and digital artists in the world are currently being approached to make one of the pieces for ***blink***. The theme derives from our sense of danger - that the world stands upon the brink of disaster. Yet it is also informed by hope.

Equally we are at a defining moment in the crossover from the analogue to the digital age and there is an inbuilt self-reflexiveness in the media we are using that demands that we as artists are continuously aware of the act of making and this in itself informs what we do.

There is no rule book; the artists are being asked simply to make a piece with maximum duration of 3 minutes. Whether they respond with impressionistic, figurative, abstract, expressionist or ambient work... whatever the artist feels in his or her artistic intuition will be the right response in making a contribution to this collected work.

The first video piece *One Second to Midnight* has been made by Terry Flaxton. Blink is currently finalising the first ten artists who are currently from countries as diverse as Romania, New Zealand, Norway, America and France.

#### ADVISORY PANEL

Also, Blink is engaging an advisory panel - blink requires representation across gender and race. This is not an issue of political correctness, but instead a chance to optimize what blink can become.

We wish to encourage a discussion around developing notions of digital art that takes into account the prior history in installation and in analogue and digital video. Consequently, soon an online resource will be created to allow discussion between artists/makers and critics/curators. It is hoped that artists and academics will post papers there to inform the development of Blink and similar projects.

This will provide a valuable documentation and resource into the thinking that surrounds the production of art in the digital age.

#### SALES AND THE PRODUCING COMPANY

To authenticate *blink* as a valuable limited edition artwork, each DVD will be sold with a complete list of artists' signatures. We expect this important and ground breaking collection to be sold at around US\$1000 - only 1000 DVDs of this special and limited edition will ever be sold. All profits over and above costs of manufacture will go to the children supported by El Refugio Del Rimac.

*blink* can be a standard DVD though we are investigating dual layer discs if the demand by artists to be included becomes strong. There is also the HD DVD option and we are also investigating the technicalities of this medium (Ignition Films have had some experience of making an HD prototype recently).

Ignition Films have been operating since 1999. Go to <http://www.ignitionfilms.org> for information on the company. At the moment we are lining up support for sales of the limited edition through European and American galleries and distribution agencies - at this moment Lux in London will represent sales in Europe and we

shall be looking forward to announcing the names of a prominent organisation to represent North and South America, shortly. An organisation to represent Asia and the rest of the world will follow. Currently South West Screen in the South West of England have agreed to support *blink*.

#### FURTHER DISTRIBUTION

After the limited edition and collectors version we also envision a more popular marketing of this work and we are currently approaching a specialist label to release a DVD at a price more relevant to the general level of art supporter - we take inspiration from Eno's recent DVD of 77 million Paintings that there is a market that would want this art work available on DVD. We would hope the price of this can reflect standard market values and that the distribution organisations also give their labour and expertise at cost so that a high level of profit from this part of the collaboration can be given to the children supported by El Refugio Del Rimac.

At this early point in the project all sales enquiries and other enquires should be sent to [info@blinkart.org](mailto:info@blinkart.org).