

THE HAUSOFOUCH & CHASHAMA PRESENT:

A 2 NIGHT LIVING ELECTRO-SPECTACULAR EXCURSION IN THE HEART OF TIMES SQUARE HYPERSPACE

UNITYGAIN

SPRING 2002

"the hausofouch presents: unitygain" was probably the first ongoing series of events in nyc to dedicate itself entirely to the process of integrating live realtime improvisatory electronic audio visual performances into a seamless extended timeframe socio-spatial immersion environment matrix.

Since 1997 we have been active in developing and implementing a viable synergistic intermedia platform that encourages a diverse community of participating electromedia artists to plug in and present individual interactive works in a setting designed with a strong predilection for and understanding of the particular creative and technical concerns of the electronic modality of working... and to help bring new audiences to these concerns.

In our early days the first stage of this process involved inviting as many and all practitioners of this emerging form as we could find within our local environs. At first the concentration was primarily with audio artists who worked with self contained portable "soundsystems" or "live PA's" and in finding solutions that would integrate these "performance modules" into seamless full length poly stylistic evenings, which often took place in venues totally unaccustomed to this sort of work or how to present it. We had our hands full.

As the gradual rewards of our organizational approach became more apparent (through trial and error and repetition) we began to exert more effort to integrate more visual work into the proceedings. This effort reached a whole new plateau of activity in late 1998 with the full time participation of resident video artist benton bainbridge and our move to a regular monthly format at galapagos art space in williamsburg throughout the year 2000.

The onset of 2001 (the real "millennial" year) found us looking for larger more flexible spaces where we could expand our projection architecture into a much desired 3D spatial configuration. In turn, access to such spaces has, to a strong degree, led to our adaptation to a seasonal multi day mini-festival approach to programming as evidenced by our spring and summer outings: at the kitchen (april '01) and chashama's theater 135 (march & july '01).

For a great number of large and well documented reasons the Fall of '01 presented insurmountable challenges to even the will to attempt to put on art events in downtown nyc... although in retrospect we have to admire those who were able to do so. Like so many others we spent these months in anxious introspection, the longer term results of which remain to be seen.

January 2002 marked the opening of a new door and harbinger of things to come for the hausofouch and unitygain with our first efforts at reaching a larger virtual community via live Cable TV and simultaneous webcast. We are pleased to announce the quite viable probability that soon New Yorkers (and surfers everywhere) will be able to tune in or log on to a regular (as in weekly) late nite weekend "UG TV" broadcast via MNN cable and webcast via the DCTV cyberstudio.

This new potential will mark the beginning of a shift in our operational paradigm, not to abandon live realtime events, but to concentrate on circulating the creative lifeblood of our electronic community from the pumping heart of the live event to the extended limbs of the larger invested social organism through Cable TV and the Internet (through both live webcasts @DCTV.org and the adaptation of some of our massive unitygain archive recordings @unitygain.org). To date, we are proud of what we have done so far yet recognize the need to "move on" in many respects.

UNITYGAIN

SPRING 2002

It is in this context we approach our 2 nite spring celebration capping off the musical week of chashama's Oasis Festival May 16 & 17:

Day 1 will feature many of the video artists (vidnauts) with whom we have worked over the years... the main difference being that on this occasion they will be running the show themselves not harnessed to visual interpretation of the music as has usually been the case... and just for fun we have also invited some of our favorite imagistically oriented audio artist friends to accompany them for a second go round.

Day 2 will represent a return to roots of a sort... In recent years two major always present tendencies in electronic music have resurfaced in a new focus along the lines of a provocative hypothetical divide in the post techno popular electronic realm. Each of these tendencies illustrates a fundamentally different approach to how sound is gathered or generated, organized, processed, and presented (performed). The recently more vaunted (in artistic circles) tendency is associated with the rapid proliferation of the powerbook as the instrument of choice and is usually characterized by a rhythmic openness and fascination with random occurrence and feedback processes. While this area has traditionally been the domain of the historical avant gard it is currently enjoying a broader popularity among a larger group of new proponents than in any other period of its history. (At this point it has all but replaced "alternative rock" in jour-nalistic circles). The hausofouch thinks this is great!

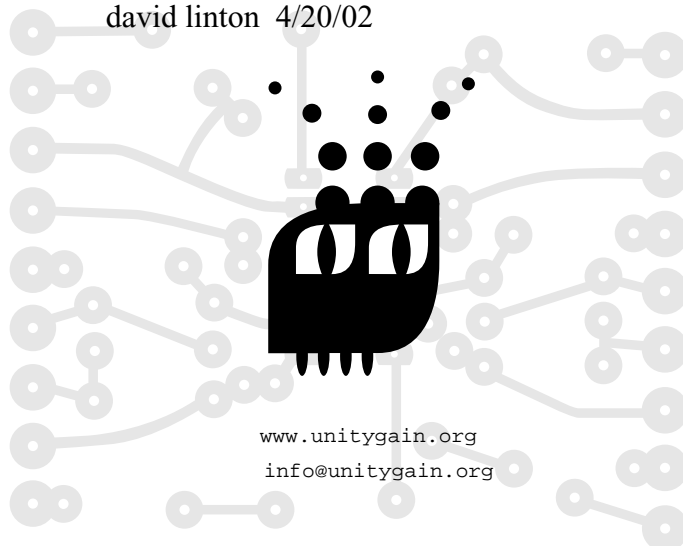
The other tendency retains its strongest affinities with the traditions of "body music" and celebrates strongly measured (perhaps more linear) rhythmic figure (however hectic or fragmented) and a biological sense of repetition that feels at home on the dancefloor. Those who choose to continue to work in this mode are sometimes these days referred to as "trackers", a reference to the tradition of

building compositions out of multiple discrete interlacing rhythmic "lines" or "tracks", a method originally derived from the way "live" band oriented music was constructed and recorded in earlier periods (particularly 60's -70's R&B) and adapted to computers in the late 70's.

The hausofouch thinks this is great too! ...to the extent that unitygain events have always tried to embrace and integrate both tendencies under one roof, sometimes even on the same nite. We believe that it is the cross talk between these tendencies that provides the most fertile ground for hybrid invention on today's media plateau... (indeed it seems that as soon as we try to identify a tendency, thousands of exceptions run down the aisle waving their arms screaming...)

However since this particular evening, May 17th, is a closing party of sorts (the next full on unitygain event won't take place till the fall '02 or later) and since this is a friday nite and we wouldn't even mind if people felt like dancing.... we're giving this one entirely over to the "trackers".... and a pretty kicking lineup there of to boot. Hope you'll join us...

thanks and cheers,
for the hausofouch nyc
david linton 4/20/02



www.unitygain.org
info@unitygain.org