

**INTERACTIVE MEDIA ARTS EXHIBITION for students –
<< INVENTION & INTERVENTION >> Power Showcase of Hong Kong New Media Artists**

Dear Professors and Lecturers:

Power Showcase of Hong Kong New Media Artists << Invention & Intervention>> is coming on *21st July – 7th August 2011!* To ignite deeper thinking and greater imagination, we would like to invite your students to join our free, special INVENTION & INTERVENTION guided tour.

**Do you notice how technology influences your daily life?
Could you live a day without your techno-gadgets?
It is no doubt that technology itself is an invention,
which intervenes with our perception towards the world.
Join our show and reveal the close relationship
between technology and daily lives together!**

Hong Kong's New Media Art field is getting more and more mature, in which five emerging New Media Art stars are participating in this power showcase. Their artworks and performances are conceptually strong in illustrating the nature of New Media Art. In the summer of 2011, with the greatest support from the presenter the Hong Kong Arts Development Council, Microwave is proud to organize the largest platform of local New Media Art showcase for the public.

Series of programmes including exhibitions, artist symposium and live performance will be held. Let's open up the mind and ready for this glowing new media art platform which inventing the new, re-inventing the art and intervening the social, spatial and algorithmic poetics. The exhibition and artist symposium are free admission and we are very welcome schools' early reservation.

Free guided tour will be provided at the exhibition venue. Each tour will be 50 mins, conducted in either Chinese or English.

Interested parties please kindly fill the event booking form below and send the filled information to schooltour@microwavefest.net.

More programme details could be found on festival website: www.microwavefest.net/II

For any enquiries, please feel free to reach me at iras@videotage.org.hk or +852 6177 2408.
Thank you very much!

Best regards,
Iras Tam
Project coordinator
Power Showcase of Hong Kong New Media Artists

