

Video festival at CSUN challenges senses of viewers

By **ANDREA WENKE**
SUNDIAL STAFF

Shoshana Brand's passion for exposing people to video art is motivated by art's inherent characteristics of self-expression, experimentation and activism.

Brand, Venturous Vanguard Video Festival curator and contributing artist brought this year's VVVF to the art department, on Feb. 17-18 as part of her goal to educate students about video art. "I want to expose people to a new kind of language and artistic vision. I want to reach those people who don't necessarily know about video art," she said.

Brand believes everyone should have the opportunity to enjoy art. "I want art to be seen as a public good, not something that's sheltered in a white cube somewhere."

Brand says that people's interest in video art is "booming" and likens the buzz to the excitement felt during the early days of filmmaking.

Originally from Israel and educated at Tel Aviv

video art is 'booming'

University, Brand moved to Los Angeles in 1989. In 2003 Brand received her MFA from Claremont Graduate University.

Brand says her decision to stay in the United States was not planned. "I was traveling here and decided to stay. From the first moment I felt close to LA," she said.

Brand plans to exhibit the 2005 VVVF in community centers, on college campuses, throughout Los Angeles and beyond.



ANDREA WENKE / DAILY SUNDIAL

Shoshana Brand



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Urban landscapes, suburban angst and organic elements were topics explored in the experimental art videos presented on campus at this year's Venturous Vanguard Video Festival Tuesday and Wednesday.

The festival's theme "City Life" was chosen by co-curators and contributing artists Hadiya Finley and Shoshana Brand because the topic was broad and inspirational.

"I wished that they (the artists) would deal with the theme in their own artistic way in order to combine the pieces into one idea," Brand said.

Brand and Finley assembled 13 videos from Canada, the Netherlands and the United States in hopes of bringing an international perspective of urban life to the United States.

Canadian artist Hri Neil

opened the festival with his stirring mixed-media piece, "BigCityValues." Neil superimposed line art animation over distorted montages of everyday city life and infused the imagery with spliced sounds of urban noise. "Values" was a powerful visual representation of life's daily rou-

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tines spinning out-of-control.

Video art is fundamentally experimental, often incorporating many types of art into one cohesive expression. Many of the VVVF's pieces mixed animation, painting, film, television clips and audio to create imagery that confused the senses and stimulated the mind.

CSUN student Mona Krasa

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COURTESY OF SHOSHANA BRAND

A scene from the short-videos displayed at the Venturous Vanguard Video Festival.

VIDEOFEST

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incorporated a split screen effect to discuss the themes of forgiveness, pain and love in her video "Simple & Indirect."

Douglas McCulloch's video, "Observe and Report: Hollywood, 2:12" crammed 2,700 black and white images of Hollywood into a 30 second visual assault. His disorienting imagery was suc-

cessful in conveying the chaos of everyday life.

By layering a voice-over on top of a 1950s typé black and white educational film about bee keeping, Steve Shoffner created a humorous and effective metaphor about the overcrowding and inconvenience of urban landscapes in his 2-minute video, "City B Movie."

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