

FOR IMMEDIATE RELEASE:

Soma NYC presents Superluminal Motion August 7th 2003 7:30-10 pm.

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Joshua Spodek

www.spodek.net

Superluminal Motion: Six Cinetic Displays

New York, NY, August 7, 2003 -- Joshua Spodek (www.spodek.net) brings his award winning motion-picture displays from the subway tunnels of Manhattan, Philadelphia, and Atlanta to the East Village's Soma NYC Gallery. The "shimmering ... luminescent billboards" (USA Today) delight tens of thousands of people daily. "Superluminal Motion" opens August 7 at the Soma Gallery in Manhattan.

"Superluminal Motion" displays six works of the medium. A world away from subway tunnels, viewers can walk past the displays to see cinetic™ motion-pictures. Evolved from the nineteenth century zoetrope – a cylinder with thin slits in the side and pictures on the inside that show animations when spun – Joshua's displays show motion-pictures when viewers move past. His displays are simple flat boxes with no moving parts, flashing lights, or complicated electronics.

Joshua's displays operate like a movie projector in reverse. When you watch a movie in a theater, you sit still and the moving film's images are projected on the screen. With Joshua's medium, the film sits still and you move past it.

"Superluminal Motion" refers both to the motion of the viewer past the stationary lighted display boxes and to Joshua's background in astrophysics. He developed the cinema-through-kinetic-motion – Cinetic™ – medium while completing his PhD at Columbia University. As Founder of Submedia, LLC, he began installing commercial displays in subway systems worldwide. The medium inspired a 90 second spot featuring it in the 2003 Superbowl and Oscar ceremonies.

The medium has been featured in the New York Times, Newsweek, NPR, all four US television networks, CNN, Forbes, and Japan's prime-time World Business Satellite television show. Please visit www.spodek.net/press for examples of previous press.

About Soma NYC Gallery

Soma NYC opened May 5th 2001. Soma specializes in showcasing New York City's most talented established and emerging artists: such as Ron English, Seen, Chris Yormick, Anton Lopez, and Eric Doeringer. The space was also blessed in December 2001 with legendary DJ Jam Master Jay who played music at its "Where Were You in 82" show. New York City's art space of choice recently launched its sister project Animal New York magazine.

Soma Gallery is located at 437 East 9th Street. The opening reception is by RSVP only: info@somanyc.com