

Artist Michele Pred incorporates new cell phone technology with art

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California Artist Michele Pred incorporates new cell phone technology with art in Oakland Gallery

CODE SWITCHING

October 20 - November 18, 2007

RECEPTION: THURSDAY, OCTOBER 25, 2007 6-9 PM

SAN FRANCISCO, Calif. — October 23, 2007 – Artist Michele Pred will be unveiling her latest work at Swarm Gallery in a group show in Oakland, CA. The new piece utilizes Semacode, a software program that allows cell phones to read 2D barcodes. The cell phone included in the interactive art piece will grant the viewer the opportunity to decode and read the artist customized bar code. 2D Barcodes are black-and-white squares that code the URLs to any website of creator's choice.

Here is how it works-

You enter the gallery and are given an Internet-capable Nokia camera phone. On the wall is Pred's 10-by-10-inch, black-and-white Semacode sewn onto a 20-by-20-inch white canvas. You take a picture of the Semacode, it is decoded by the Semacode software on the phone, you are taken to the website, and Pred's message appears on your phone.

The buyer will receive the Nokia phone in addition to a 10" x 10" embroidered version of the bar code. Pred thanks Semacode for their technical support. Semacode is a high-tech company located in Waterloo, Ontario. The company develops and commercializes technology to read barcodes with mobile phones.

Code-switching is a Quorum San Francisco exhibition. Quorum San Francisco is a collective of San Francisco Bay Area artists, curators, writers, and art dealers dedicated to generating arts discourse, and transforming that dialogue into action.

Additional participating artists: Susannah Bettag, Jordan Essoe, Rodney Ewing, Raymond Haywood, Andy Diaz Hope, Andrew Junge, Tania Ketenjian, Paul Madonna, Praba Pilar, Laurel Roth, Douglas Schneider, and Harry Siter.

Exhibition Details: "Code-Switching" will be open October 20 - November 18, 2007 at Swarm Gallery, 560 Second Street, Oakland, CA 94607 T: (510) 839 2787. Gallery Hours are Tuesday – Sunday, 12 – 6PM and by appointment

For images and/or additional information please contact Michele Pred at (510) 388-2628

Quorum San Francisco

Founded in 2005 by artist Michele Pred to provide velocity and focus to the camaraderie of friends and colleagues, the organized ventures of Quorum SF range from intimate events held within the local community to large scale group exhibitions and projects realized on an international stage.

Past projects include "Blood for Art" at SCOPE, Miami (2006) and "Code-Switching" at Red House Gallery, Venice, CA (2007).

www.quorum-sf.org

[You can find this press release here](#)