

GERD STERN

Gerd Stern is President of Entemedia Systems Corporation. He is also an Associate in Education at the Harvard University Graduate School of Education and a visiting lecturer at the University of California, Santa Cruz. A founding member of USCO, he is a member of the Board of Directors of the Planning Corporation for the Arts, the Board of Directors of the National Audio Visual Association Systems Council, the Board of Directors of the America the Beautiful Fund, and is on a panel of the New York State Council on the Arts.

A pioneer in the field of Intermedia, Mr. Stern had his first exhibition of kinetic-electronic sculptures at the Allen Stone Gallery in New York in 1962. The first USCO-style mixed media experience, WHO R U & WHAT'S HAPPENING?, was created for a one-man show at the San Francisco Museum of Art in 1963. With USCO, Mr. Stern was involved in the conception, design and production of kinetic sculptures and mixed media environments, shown at many galleries and museums including the Abbemuseum von Binchoven in Holland, the Walker Art Center in Minneapolis, the Milwaukee Art Center, the Institute of Contemporary Art in Boston, and the Museum of Modern Art in New York. Mr. Stern was a principal contributor to "Intermedia '69", a program sponsored by the National Endowment on the Arts and the New York State Council on the Arts.

Mr. Stern has lectured on intermedia concepts and their educational applications and has conducted mixed media presentations at the University of California at Santa Cruz; University of Maryland; Ohio State University; University of California, Berkeley; University of British Columbia; University of Wisconsin, Massachusetts Institute of Technology; Harvard Graduate School of Education; Brandeis University; the Rhode Island School of Design; among others. He has also collaborated on projects for the Scott Paper Company; General Electric Lighting Institute; Metromedia, Inc.; Arthur D. Little; Columbia Pictures; and PepsiCo International.

At the University of California at Santa Cruz, Mr. Stern has conducted seminars and courses on the graduate level in the History of Consciousness Department. Here he has initiated new media curriculae, student participation in media development, and produced video programs.

Mr. Stern's pioneering work has received considerable attention in the press. Major articles about him and his work with USCO have appeared in the New York Times, Newsweek, Life, Harper's, Time, the New Yorker, and the Wall Street Journal.

Mr. Stern has published two volumes of poetry, "Fixed Poems and Others" in 1953 and "Afterimages" in 1969. He is presently under contract with Macmillan to prepare a definitive volume on intermedia.

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11/12/74

Dear Steina -

The cassette will be
sent in a few days. -

I look forward to seeing
you + Woody in N.Y. in
December -

Best wishes -

Rudi

Notes on light compositions
are on last page of tape list -

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RUDI STERN

INFORMATION SHEET:
January, 1974

Born: November 30, 1936

Studied: Bard College (B.A.) 1954-1958
Columbia University (Art History) 1958-1959
University of Iowa (M.A.) (Painting) 1959-1960
Hans Hofmann, Provincetown, 1956, 1957
Oskar Kokoschka, Salzburg, 1960

PARTIAL LIST OF PROJECTS:

VIDEO:

Co-Founder, Co-Director of Global Village Video Resource Center, Inc., the first experimental half-inch video production group in New York City. Begun in September of 1969, Global Village pioneered in exploring the potentials of video as a community, educational and artistic resource. A wide spectrum of activities resulted from this research: the first video workshop (in association with the New School), the first video theater, the first multiple-channel video environments, and some of the first consultative projects with isolated communities in this country as well as developing nations abroad.

Global Village Video Resource Center is a non-profit, tax-exempt educational research and consultation service. It has acted as media consultants for

many groups and individuals whose projects required the flexibility and mobility of the medium for self-evaluation, training, documentation, community feedback, and as an aesthetic resource. Since July of 1971, Global Village programs have been seen on the Public Access Channels ("C" and "D") of Sterling-Manhattan and Teleprompter in Manhattan. Global Village has actively supported the concept and potentials of Public Access as a new form of alternate television and social communication.

The following is a partial list of some of the organizations and individuals with whom video projects and workshop programs have been produced:

Soho Artists Association
Hospital Audiences
City Walls
Museum of Contemporary Crafts, N.Y.C.
Intermedia, Vancouver
Fishermen's Co-operative, Gloucester, Mass.
Coney Island Community
Daytop Village
Street Theater of Ossining
Krishna Consciousness
Gay Activist Alliance
Lower East Side Community Center
Clergy and Laymen Concerned
People's Coalition for Peace and Justice
National Conference of Christians and Jews
Environmental Protection Administration (N.Y.C.)
District 15 (Brooklyn) Drug Rehabilitation Project
Jazz Interaction
Cooper-Hewitt Museum
Open Theater
Center for New York City Affairs (New School)
Julian Beck and Judith Malina (The Living Theater)
Larry Rivers
John Harriman
Addiction Services Agency (N.Y.C.)
Manhattanville Opera Workshop
Puerto Rican Law Students Association of N.Y.U.
Southside Housing Development Corp. (Los Suros)
Government of the People's Republic of Bangladesh
Jay Milder (Rhino Horn)
Child Research Service
New School for Social Research
U.S.I.A. (Workshop programs in New York, Washington, Koln, etc.)

Keith Berger (Mime)
Walter Wright (Synthesizer)

Global Village has presented work on the following broadcast networks:

NET (WNET/Channel 13, N. Y.)
BBC
CBC
West German Television (3rd Program)
Netherlands TV
RAI (Italian TV)
NHK (Japan)
Bangladesh Television (Dacca)

Global Village has presented live video programs at:

Harvard University (Carpenter Center)
National Conference of Christians and Jews (Lincoln Center)
Goddard College
Pratt Institute
New York University (at Global studio)
McGill University
CCNY (Art Department)
Brandeis University (Rose Art Museum)
Experimental Television Center (ORTF) Paris
American Bi-National Center, Koln, Germany
U.S.I.A. : Calcutta, India
U.S.I.A. : New Delhi, India
All India Television Academy, New Delhi, India
Iran-America Society, Cultural Center, Teheran, Iran
Accademia Ligustica di Belle Arti, Genoa, Italy
U.S.I.A. Centers in Tokyo, Osaka, Fukuoka, Kyoto, Nagoya, and Sapporo
(This tour in September of 1973 was sponsored by the U.S.
State Department under their Cultural Exchange Program)

GRANTS FOR THE ABOVE VIDEO EXPERIMENTATION AND RESEARCH HAVE BEEN AWARDED BY THE FOLLOWING:

The New York State Council on the Arts
The Rockefeller Foundation
The National Endowment for the Arts
The JDR III Fund

TELEVISION

ABC: John Wingate: filmed sequences and interview regarding "Death of the Mind" (First Psychedelic Celebration with Tim Leary at the Village East Theater: 1966)

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TELEVISION (Continued)

BBC: Original projection compositions for program on kinetic art: 1967

Metromedia Special: "The Steve Paul Scene" (two hour program of kinetic light environments and projections) taped in July of 1967 and subsequently shown by Wolper Productions in 22 cities.

CBS: Interview and filmed sequences from Teal Traina environment: 1967

CBS: Special entitled "Walls Come Tumbling Down" produced by Merril Brockway included a commissioned dance/kinetic light sequence: 1967

PBL: Documentary on marijuana: kinetic light environments from the Architectural League exhibition "Vibrations": 1968

RAI: Kinetic light concerts with Peter Serkin (Scriabin, Messaien, Mozart, Berg, etc.) Rome: August, 1968

CBS: "Look Up and Live" series; "Merton: The Silent Singer" kinetic visuals created for television: 1969

WNEW: Global Village Environment: 1970

NBC: "You're Part of Art": slides of light environments and interview: 1970

WNET: "Free Time": Video Poems and Compositions: March-May, 1971

ABC, CBS, NBC, Metromedia: News features on "Let There Be Neon", a gallery for the medium of neon, September and October, 1972

WGBH: "Video: The New Wave" : 1974

MUSEUM EXHIBITIONS (Kinetic Sculpture and Light Environments)

"Lights in Orbit": Milwaukee Art Center: 1967

"Lights in Orbit": Walker Art Institute: 1967

"Vibrations": Architectural League of New York: Dec. 1967 - Jan. 1968

"Options": Institute of Contemporary Art, Chicago: 1968

"Experiments in Art and Technology": Brooklyn Museum: 1968

"Theater of Light": Austin Art Center, Trinity College: 1968

"Vision and Television": Rose Art Museum, Brandeis University: 1970

"Contemplation Environments": Museum of Contemporary Crafts: 1970

"Light/Motion/Sound": Hudson River Museum: 1970

GALLERY EXHIBITIONS (Kinetic Sculpture and Light Environments)

"Lights in Orbit": Howard Wise Gallery: 1966
 "Festival of Light": Howard Wise Gallery: 1967
 "The Visionaries": Esthampton Gallery: 1967
 "Art Today": New York State Fair, Syracuse, N. Y.: Summer, 1967
 Malcom Forbes Collection (Commissioned sculpture): 1968
 "Fun on 57th Street": Howard Wise Gallery: 1968
 "Let There Be Neon": September, 1972 to present
 "Neon": Hallmark Gallery: May-July, 1973
 Group Show, Benson Gallery: Bridgehampton: August, 1973
 Dean Gallery, Minneapolis
 Museum of Modern Art (Art Lending Service)

LECTURE-DEMONSTRATIONS-ENVIRONMENTS (Kinetic Light)

School of Visual Arts: kinetic art: October, 1966
 Pratt Institute: kinetic environment: October, 1967
 Architectural League of New York: kinetic environment: January, 1968
 New School: kinetic art: September, 1969
 Kenyon College: kinetic art: October, 1969
 Parsons School of Design: at Theater of Light: February, 1969

THEATER (Kinetic projections and light environments)

Open Stage: Trips Festival: St. Marks Place, N.Y.C.: (light projections, kinetic environments, improvisations with dancers and actors) May, June, 1966
 (First multiple slide projector environment in New York City)
 Psychedelic Celebrations with Timothy Leary: "Death of the Mind"
 "Reincarnation of Christ": Village Theater: Sept.-Nov., 1966

THEATER (Continued)

"Final Solutions": American League for Russian Jews: (light projections, multi-media presentations with dance, mime): Felt Forum: November, 1968

Experimental workshops employing kinetic projections, light environments with the Open Theater Studio (Spring Street) Theater of Light, American Place Theater, Village Gate: 1968, 1969

Theater of Light (series of weekly performances of kinetic light compositions at Cassen-Stern studio): December 1968 - June 1969. (See: Gene Youngblood: "Expanded Cinema")

OPERA (Kinetic projections and video)

"The Rake's Progress": Stravinsky: Opera Company of Boston: 1967 and American National Opera Company; Phoenix, Los Angeles, San Diego: 1968 (multiple projection compositions for each scene and between acts/also use of integrated closed circuit television)

"The Second Hurricane": Copeland: Title I Project, Worcester, Mass. with American National Opera Company: 1968 (multi-screen light environment, closed circuit video projections, video feedback, kinetic sculpture)

"The Impresario": Mozart: I Love Opera Company: Architecture & Design Building: October, 1972 (Light Projections for Production)

BALLET (Kinetic projections created and performed for:)

Harkness Ballet Company: "Night Song": Lisner Auditorium, Washington, D.C.: 1966

Glen Tetley Ballet Company: "Seven Deadly Sins": Vancouver Dance Festival: June - July, 1967

CONCERTS (Kinetic projection compositions)

Festival of Two Worlds: Spoleto, Italy: five Kinetic Light Concerts with Peter Serkin, pianist: Mozart, Berg, Scriabin, Messaien: June - July, 1968

Serenate in Chioistro Series: Rome, with Peter Serkin, pianist. Above composers as well as Webern and Debussy: July and August, 1968

Concert with Syn-ket and kinetic light: with John Eaton, composer, Tyler School of Art: Rome, August, 1968

FILMS

"The Mindbenders": Vision Associates: 1967; kinetic light projections

"Reincarnation of Christ": kodalith process, negative-positive multiple screen film segments for Psychedelic Celebrations: 1966

Kinetic projection films created for the World's Fair: Montreal :
Canadian National Railway's Pavillion: 1967

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