

Date of Application: June 2, 1971
Name of Organization: Intermix, Inc.
Organization Contact: Howard Wise
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Exhibit III

PROGRAM 1
Section III, A

P E R C E P T I O N

Perception is a group consisting of Woodie Vasulka, Steina Vasulka, Eric Siegel and Vince Novak. It will be located at 240 Mercer Street, New York City. (1,200 square feet with a 16 foot ceiling).

It has been organized for the following purposes:

Project I

To provide a video-equipped location where artist may carry on experiments in the media with or without live audiences.

W { In order to supplement the standard equipment required for a video workshop, it is planned to induce manufacturers of equipment to place experimental equipment in the workshop where it will be at the disposal of the artists. The inducement will be that the experimental equipment will be tested by artists engineers and its possibilities explored and evaluated.

The equipment will be tested before live audiences which will include mostly non-industry connected persons, who are, nevertheless, vitally interested in electronic imagery. In this way, the manufacturers can obtain an informed yet impartial critical reaction to their experimental equipment.

This will benefit the media artist by allowing them to utilize the most advanced equipment and will create an atmosphere of excitement which will stimulate artists and audience. The audience, we anticipate, will be composed of persons seeking media experience and extended forms of perception, resulting in a situation where both artist and audience reinforce each others creativity.

This project will take place in the evenings.

Project 2

To provide an electronic-image workshop. A whole new area of electronically generated images is in process of coming into being. This is made possible by the development of video synthesizers and other frequency generators. The process of utilizing the potentials of these new instruments is only beginning to be explored.

By experimenting with this type of hardware we want to learn how to use it to realize its potentials and we want to teach to others **what** we learn.

Project 2 (continued)

yes We plan to open the workshop at certain day-time hours to classes from schools in or near the area, that is, New York University; The New School for Social Research; the School of Visual Arts; Cooper Union; and local public schools, also be qualified groups and individuals.

Project 3

yes We would offer the facilities of the workshop for the video taping of experimental programs. We would anticipate that this will be a valuable service to theatre groups, dance companies and individuals.

no We plan to explore the possibility of making this part of the program available to certain industrial and commercial firms in the expectation that it will serve as an inexpensive forum for experimental pilot programs. This should be a valuable service to firms such as advertising agencies; industry exhibitors; ets., and we would expect to charge for these services.

all yes In addition, this project would serve to bring artists and commercial firms together through mutual benefit.

SECTION III "B"

The time period covered for the program is July 1, 1971 to June 30, 1972.