

MASHup: a video experience

April 4, 2013

3:52 PM MST

**View all
5 photos**

Experience SMoCA's video mash-up exhibit
Michael Robinson

The newest exhibit at the **Scottsdale Museum of Contemporary Art** (SMoCA) is a video exhibit entitled *MASHup*. *MASHup* opened on Feb. 9 and will be at SMoCA until May 19, it features remixed video clips from both commercial and amateur videos. The art of mash-up started back in the 1920's, when artists like Bertold Brecht and the beat poet William S. Burrougus began "cutting up" or arranging texts from different authors to create a piece that was completely new. The mash-up pieces in this exhibit reflect today's mass media culture.

As visitors move into the gallery where *MASHup* is located, they are met with darkness. As they fully enter flashes of light break the darkness and sound from the piece *These Hammers Don't Hurt Us* by Michael Robinson and glows from the other projections. Viewers can move throughout the gallery, sitting to watch each of the different films in the lounge chairs that are either accompanied by speakers or headphones.

The exhibit features pieces by four different artists; **Michael Robinson, Cory Arcangel, Natalie Bookchin** and **Christian Marclay**. Both Michael Robinson and Christian Marclay chose to create their mash-up's from commercial videos while Cory Arcangel and Natalie Bookchin used videos from different YouTube users. Robinson has two videos, *These Hammers Don't Hurt Us* features clips from Elizabeth Taylor's *Cleopatra* mixed with Michael Jackson's music video *Remember the Time* and his second video *Hold Me Now* features scenes from the television show *Little House on the Prairie* with the dialogue removed and replaced with Thompson Twins' song *Hold Me Now?*. Arcangel's video, *Drei Klavierstücke*, is a collection of YouTube videos of cats playing the piano, Arcangel edited the videos so that the keys played composer Arnold Schoenberg's *Drei Klavierstücke*. Bookchin chose to reflect the idea of narcissism in her piece *Mass Ornament*, it features a collection of YouTube users who filmed themselves dancing and the idea that these users feel like people would be interested in their dance moves. The final artist Marclay took a number of different clips from famous American movies of characters answering telephones to create his piece of the same name, *Telephones*, the video shows how the conversation unfolds by cutting between a number of different clips.

SMoCA is open Tuesday, Wednesday and Sunday from 12 p.m. to 5 p.m. and Friday and Saturday from 12 p.m. to 9 p.m. on Thursday they offer free admission from 12 p.m. to 9 p.m. Admission is \$7 for adults and \$5 for students, children 15 and under get in for free.