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a contemporary art space

tenth anniversary 1995-2005

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SITE SANTA FE PRESENTS A LECTURE BY
DON RITTER

Tuesday, November 15, 2005, 6 pm

Santa Fe, NM — SITE Santa Fe is pleased to present a lecture entitled ***The Ethics of Aesthetics*** on **Tuesday, November 15, 6 pm**, by **Don Ritter**, whose work will be on view from September 23 through December 31, 2005. Tickets are \$8 for adults; \$4 for students, seniors, and SITE Santa Fe members at Friend, Family, and STUDIO levels. Free with advance reservation for members at the Supporter level and above. Seating is limited; advance purchase is recommended.

Artists who work with computers and electronics, rather than paint or clay or bronze, face a special set of aesthetic challenges. Don Ritter, who has two new media installations on view at SITE this fall, will outline the fundamental decisions involved in the creation and experience of new media artworks in his lecture. Ritter will delve into the processes, influences, and consequences of aesthetic judgments, as well as the ethics of new media aesthetics.

This lecture is drawn from Ritter's forthcoming book *The e Decision: Relationships Between Aesthetics, Ethics and New Media*, supported by Pratt Institute, New York; Banff Centre, Canada; ZKM, Germany; and the Canada Council.

In his installations, Ritter makes it possible for viewers to become active participants in his technological simulations of recognizable experiences. *Intersection* is an interactive sound installation of vehicles driving in four lanes of traffic. As you walk across the darkened room, you hear the sounds of cars screeching to a halt just inches from you. The electronic triggers in the work are precise enough to make this simulation intensely lifelike. In *Vox Populi*, you stand at a podium facing a video projection of a crowd of

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people. They encourage you to speak at the podium, equipped with a microphone and a teleprompter displaying the text of historical political speeches, and they respond vociferously to the speech you deliver.

Since 1986, Ritter's large-scale interactive installations, performances, and single-channel videos have been exhibited in North America, Europe, and Asia. He holds degrees in electronics engineering, fine arts, psychology and a Master of Visual Studies from MIT. Ritter has worked professionally with electronic media technologies since 1979 as a designer for Nortel, an Associate Professor of Fine Arts at Concordia University, Montreal, and since 1996 as a Professor of Art and Design at Pratt Institute in Brooklyn.

This presentation is part of SITE's ongoing Art & Culture series which addresses contemporary art and cultural issues, often focusing on work on view at SITE. Artists, scholars, and other fascinating art world personalities present their ideas through lectures, discussions, symposia, and multidisciplinary programming.

Concurrent with this event are the exhibitions **Dana Schutz** (through December 24), **Don Ritter**, and **Charles Long** (both through December 31).

SITE Santa Fe is located at 1606 Paseo de Peralta, Santa Fe, New Mexico. SITE Santa Fe Hours: Wed–Sat, 10 AM–5 PM; Friday, 10 AM–7 PM; Sunday, 12 PM–5 PM. Museum admission is \$8 for adults and \$4 for students, teachers and seniors; members are free. Free admission is offered on Fridays, made possible by a grant from The Brown Foundation, Inc., of Houston. Tours by SITE Guides are available free of charge to the public with paid admission and are also regularly scheduled on Fridays at 6 pm, and Saturdays & Sundays at 2 pm. SITE Santa Fe gift certificates are available. Call 505.989.1199 for more information.

This project is made possible by New Mexico Arts, a division of the Department of Cultural Affairs, and the National Endowment for the Arts. This announcement is partially funded by the City of Santa Fe Arts Commission and the 1% Lodgers' Tax.

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