

# Santa Fe Art Institute

## ***For Immediate Release***

June 30, 2011

Interdisciplinary, multi-media artist

## **Brooke Singer**

**What:** Brooke Singer **Lecture**

**Where:** Tipton Hall

**When:** 6pm Friday, July 29

**How Much:** \$10 general | \$5 students/seniors

**What:** Brooke Singer & Ricardo Miranda Zúñiga **Rotoscoping Workshop**

**Where:** Santa Fe University of Art and Design Moving Image Arts Lab

**When:** 10am-2pm Sat & Sun, July 30 & 31

**How Much:** \$100 sliding scale fees available!

**What:** Brooke Singer & Postcommodity **Exhibition**

**Where:** SFAI

**When:** M-F 9am-5pm June 10 - July 31

**How Much:** FREE!

The Santa Fe Art Institute is pleased to present interdisciplinary, multi-media artist **Brooke Singer** to give a lecture and Rotoscoping workshop with her partner **Ricardo Miranda Zúñiga** as part of our ongoing season of visiting artists and exhibitions *Half Life: Patterns of Change*. In addition Singer's work will be up at the SFAI through the month of July.

### **Brooke Singer**

Working across media and disciplines, Brooke Singer creates platforms for local knowledge to connect, inform and conflict with official data descriptions. She engages technoscience as an artist, educator, nonspecialist and collaborator. Her work lives "on" and "off" line in the form of websites, workshops, photographs, maps, installations and performances that involves public participation in pursuit of social change. She is Associate Professor of New Media at Purchase College, State University of New York, a fellow at Eyebeam Art + Technology Center and co-founder of the art, technology and activist group Preemptive Media. The collective was established in 2007 to function as a vehicle for artists to work outside of their individual art practices exploring innovative and collaborative scenarios resulting in work that is greater than the sum of its individual parts.

### **Ricardo Miranda Zúñiga**

Ricardo Miranda Zúñiga approaches art as a social practice that seeks to establish dialogue in public spaces. Having been born of immigrant parents and grown up between Nicaragua and San Francisco, a strong awareness of inequality and discrimination was established at an early age. Themes such as immigration,

---

The Santa Fe Art Institute, an independent educational non-profit organization founded in 1985, is committed to programs that nurture artists and enhance and promote the arts as an essential element of American culture and society.

SFAI funding provided in part by The Burnett Foundation, The McCune Charitable Foundation, The Lannan Foundation, The Warhol Foundation, The Joan Mitchell Foundation, The Brindle Foundation, the City of Santa Fe Arts Commission and the 1% Lodgers' Tax and by New Mexico Arts, a Division of the Department of Cultural Affairs.

**Michelle Laflamme-Childs**  
Deputy Director

1600 St. Michaels Drive  
Santa Fe, NM 87505  
Mail to: PO Box 24044  
Santa Fe, NM 87502

t 505.424.5050  
f 888.345.5051  
info@sfaai.org  
www.sfaai.org

discrimination, gentrification and the effects of globalization extend from highly subjective experiences and observations into works that tactfully engage others through populist metaphors while maintaining critical perspectives. Over the past several years, Ricardo has established a practice based in research and investigation leading to the final presentation. This is a practice that utilizes whatever media possible to present the content in a manner that may generate interaction and discussion by others.

### **The Rotoscoping Workshop**

This workshop presents an introduction to rotoscoping using popular computer graphics software. Rotoscoping, one of the oldest techniques for animation, is the tracing of live-action footage, frame by frame, to create an animated version of the movement that may later be modified to create a fantastic short.

Participants will brainstorm a 5 to 10 second body movement that will be recorded as video. The theme to keep in mind for the movement is this season's Santa Fe Art Institute's creative theme: "HALF LIFE: Patterns of Change in social, cultural, civic, environmental and artistic systems".

Participants will be shown basics of video editing, using Apple's Final Cut Pro, and introduced to Adobe Flash, the software used for animation and basic drawing. In order to rotoscope, the still images from the videos will be exported from Final Cut and brought into Adobe Flash for tracing. Participants can elect to creatively modify or transform the recorded motion rather than strictly follow it. The length and experimental nature of each participant's work will largely depend on the participant's background in software graphic tools and time-based media, however no prior knowledge to computer graphic software is necessary. Participants should have a strong understanding of navigating the computer environment, however.

One of the earliest examples of rotoscoping is Max Fleischer's, "Out of the Inkwell" - <http://www.youtube.com/watch?v=hyetrAePLTA>

And here are a examples of one of the workshop instructor's student work utilizing rotoscoping. (Please be aware that these examples were done over a week-long period.)

<http://brie.hunter.cuny.edu/~mirandar/fall2010/animation/salgado/rotoscope.swf>  
<http://brie.hunter.cuny.edu/~mirandar/spring2011/animation/cruzMidterm.swf>  
<http://brie.hunter.cuny.edu/~mirandar/spring2011/animation/tanMidterm.swf>

Examples of briefer animations:

<http://brie.hunter.cuny.edu/~mirandar/fall2010/animation/luka/dance.swf>  
<http://brie.hunter.cuny.edu/~mirandar/fall2010/animation/lau/rotoscope.swf>  
<http://brie.hunter.cuny.edu/~mirandar/fall2010/animation/estiler/rotoscope.swf>

---

The Santa Fe Art Institute, an independent educational non-profit organization founded in 1985, is committed to programs that nurture artists and enhance and promote the arts as an essential element of American culture and society.

SFAI funding provided in part by The Burnett Foundation, The McCune Charitable Foundation, The Lannan Foundation, The Warhol Foundation, The Joan Mitchell Foundation, The Brindle Foundation, the City of Santa Fe Arts Commission and the 1% Lodgers' Tax and by New Mexico Arts, a Division of the Department of Cultural Affairs.

**About *Half Life: Patterns of Change*:**

*Cycles of Creation, Decay, and Renewal in Art and Life*

When an object or system stops performing its assigned function in contemporary society, we tend to replace it rather than repair it. However, artists redefine useless as useful by creating a new life for objects, and that renewed life alters the role of these objects entirely. Artists work similar magic with degraded landscapes, blighted neighborhoods, and other systems—infusing them with new purpose and expanding the potential for positive change. Ideally, this change is accomplished with the participation of the surrounding communities—transforming not only objects and systems, but also the communities themselves.

**About the SFAI:**

Founded in 1985, the Santa Fe Art Institute's mission is to promote art as a positive social force – both in our community and around the world – and to highlight art as a powerful tool for facilitating dialogue, bridging perspectives, and evoking visions of a better future.

For more information about this or any SFAI programming, please contact Michelle Laflamme-Childs at [mchilds@sfaي.org](mailto:mchilds@sfaి.org) or call (505) 424-5050.

---

The Santa Fe Art Institute, an independent educational non-profit organization founded in 1985, is committed to programs that nurture artists and enhance and promote the arts as an essential element of American culture and society.

SFAI funding provided in part by The Burnett Foundation, The McCune Charitable Foundation, The Lannan Foundation, The Warhol Foundation, The Joan Mitchell Foundation, The Brindle Foundation, the City of Santa Fe Arts Commission and the 1% Lodgers' Tax and by New Mexico Arts, a Division of the Department of Cultural Affairs.