

The cell phone combined with art

Venice International University and Vodafone bring Mobile Journey to the Venice Biennale

Venice, 7 June 2007 – Art, science and technology brought together thanks to the cell phone. Collaboration between visual artists, university researchers and Vodafone has resulted in **Mobile Journey**, an exhibition of contemporary art, curated by Lorella Scacco, that will be one of the fringe events at the **Venice Biennale 2007**. The works of eleven artists from around the world will be on show. From Gaston Ramirez Feltrin, who with his “Media performance” will invite visitors to make a video of the Mobile Journey event, to Kalle Laar, whose **sound installation** will allow people to listen to the sound of an Alpine glacier as it melts; from Silvie & Hanne Rivrud, with an interactive work inspired by video games, in which a person will move around Venice according to the player’s wishes, to Peter Callesen, who will try to reach dry land in Venice using a self-built cardboard boat, inviting all those present to write him a message about equally impossible journeys.

The eight creative and visionary pieces of performance art, devised especially for the Venetian event and made possible thanks to Vodafone’s mobile technology, will be on show at Venice’s San Servolo Island on 7, 8, 9 June, with a preview scheduled for 6 June at the Vodafone One store at the Rialto. The store will thus become a second space for the Mobile Journey exhibition, involving the entire city of Venice and lovers of art and culture attending the Biennale 2007.

To coincide with the event it will be possible to register for an **SMS info** service by sending a short text to the Vodafone number **340 4399014**. In return customers will have all the information and updates on Mobile Journey sent to their mobile phones. The SMS sent to register for the service will be charged on the basis of the customer’s normal price plan, whilst all the messages received will be free. Moreover, San Servolo Island will be

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equipped with a number of Super UMTS Connect Card points enabling customers and journalists to link up to mobile internet.

This initiative marks Vodafone's intention to exploit the concept of mobility linked to the leading role that the cell phone can play in the dialogue between art and culture, becoming the means by which artists can interact with the general public. The project will be presented to the press at 6.30pm on 7 June at San Servolo Island, the location of the Venice International University. This will be followed by a guided tour of the Mobile Journey performances for journalists and customers.