FOR IMMEDIATE RELEASE

BCAST 1: Brooklyn

Video and Animations by Adam Shecter

Live Broadcast on BCAT television
31 May 2PM —3PM
on Time Warner 35 and Cablevision 68

Installation
31 May — 14 June at MTV Super Sound
747 Manhattan Avenue,
Greenpoint, Brooklyn
Opening 31 May from 1-4 PM

A project by Adam Shecter and collaborators, BCAST is part of an ongoing series of experimental animations and videos created for broadcast in diverse demographic and geographic markets on Community Access Television. BCAST is pleased to announced its first event, which will air through BCAT television on May 31st 2 PM — 3PM, on Time Warner 35 and Cablevision 68, and will be celebrated with an all-day event at MTV Super Sound, an electronics store in Greenpoint, Brooklyn. The opening event will feature performances, giveaways, costumed creatures, and access to a free online download of the entire broadcast. The Video components of BCAST will be displayed at MTV Super Sound through June 14th, before moving to Omaha for installation at the Bemis Center.

BCAST's animated imagery borrows from the idiom of children's cartoons and music videos to document daily events that are unspectacularly adult: a flat tire, a cranky lover, a sick pet. Here, such quotidian trials become five to thirty second animated vignettes of action and adventure, heroes and villains, monsters and magic. This repurposing of the commonplace extends into the making of BCAST as well. Flash animation, flip cameras, free public access time: BCAST was created using free or easily accessible consumer equipment. A compilation of animated sketches, gestures and ideas, BCAST's improvisational construction suits the immediacy of its everyday subjects, while its mythical appearance seeks to transform them.

BCAST was initiated as part of BCAT/BRIC Rotunda Video artist residency. The project was produced in collaboration with BCAT television, BRIC Rotunda Gallery, musician Justin Luchter, and artist Ricarda Burke.

Adam Shecter has exhibited his work nationally and internationally, at venues including John Connolley Presents, D'Amelia Terras, OHT Gallery, the Islip Art Museum, Yerba Buena, and the Overgaden ICA (Copenhagen) . He has had solo shows at David Castillo Gallery (Miami, FL), and Konstforeingen Aura (Lund, Sweden). He has an upcoming New York solo exhibition at Eleven Rivington in September 2009. Shecter has attended the Skowhegan School of Painting and Sculpture and will be a resident artist at the Bemis Center (Omaha, NE) this summer. His book, *Like Ghosts*, was recently published by Printed Matter through their emerging artist series grant.