

Announcement

Date: Oct 20, 2006

The successful exhibition *pong.mythos* will be presented at the Museum für Kommunikation (Communication Museum) in Frankfurt from November 16, 2006 to January 21, 2007.

More than 190,000 visitors have already been present to the exhibition of the Computerspiele Museum (Computer Game Museum) (in the fjs e.V.) at the Württembergischer Kunstverein Stuttgart and at the GC Art in Leipzig.

For the first time, *pong.mythos* consolidates in one place one of the great and most popular founding myths of our digital information society in its many complex manifestations. Pong, the simple, digital ping pong game that started the computer games industry in the 1970s, has already emancipated itself from its historical origins in the game arcades and has an important reference for society, science and culture. This increase in relevance is due to the historical fact that Pong played a large role in the commercial leverage of computer technology for entertainment purposes. Today's natural idea of making computers accessible in principle to everyone is in hindsight the dawning of a new age.

It is therefore hardly a surprise that a largely young generation of artists has discovered Pong as a reference for their works and made it the most-discussed computer game in the art scene. The participating artists use the original digital game as a supply for material and meaning to lend shape and content to their ideas and theses. A key concern for this is the exploration of the human-machine interface. *pong.mythos* collects works from the fields of installation, video and software art.

In addition to the works of art, historical exhibits such as the Atari Coin-op from 1972 and the replica of the home video game prototype are used to present Pong's history and to document the continuing survival of Pong in science and pop culture.

Participating artists and inventors

//////////fur//// (D), Ralph H. Baer (USA), Blinkenlights Projekt (D) Jaygo Bloom (UK), Nate "Blunty" Burr (AU), Loren & Rachel Carpenter (USA), Dekalko Studio/Djeff Regottaz (F), Dirk Eijsbouts (NL), Fraunhofer-Institut (FIRST)/Charité (D), Sebastian Hanig, Gordan Savicic (AT), Kiia Kallio (FI), Stephan 'ST' Kambor (D)/ BlinkenArea, Nicolas Lebrun & Friends (F), Ludic Society (CH/AT), Andrew Milmoie (USA), Josh Nimoy (USA), Noel Nissen (CA), Oska Software (AU), Alan Outten (UK), Guillaume Reymond (CH), Niklas Roy (D), Leif Rumbke (D), Antoine Schmitt (F), Jan-Peter E.R. Sonntag (D), Time's Up (AT), Mathilde µP (NL), Olaf Val (D), Buro Vormkrijgers (NL), Philip Worthington (UK)

The exhibition's curator is Andreas Lange.
pong.mythos was funded by



Further information and images: www.pong-mythos.net

An 80-page catalogue was released and is available at the museum shop for € 9.80.

Duration of the exhibition

November 16, 2006 to January 21, 2007

Place

Museum für Kommunikation Frankfurt
Schaumainkai 53
60596 Frankfurt/Main

Opening hours

Tue-Fri 9 am – 6 pm; Sat, Sun, bank holidays 11 am – 7 pm

Entry fees

6 years and up € 1.00; 16 years and up € 2.00

Public guided tours

Sun 3 pm; Wed 4 pm

Reservation for guided tours

Phone (+49 69) 60 60 310

Public transport

U4, U5 "Willy-Brandt-Platz"
U1, U2, U3 "Schweizer Platz"
Street car (Tram) 16 "Schweizer Straße/Gartenstraße"

Partners of pong.mythos

Württembergischer Kunstverein Stuttgart, GC (Games Convention), Kornhausforum Bern, Museum für Kommunikation Bern, :digital brainstorming, Kulturserver.de, Unterhaltungssoftware Selbstkontrolle (USK), The Digital Game Archive, Fraunhofer-Institut für Rechnerarchitektur und Softwaretechnik FIRST / Klinik für Neurologie am Campus Benjamin Franklin der Charité

The Museum für Kommunikation Frankfurt

The Museum für Kommunikation Frankfurt places communication in the context of art: in the multiple award-winning museum building at Schaumainkai with a permanent collection of more than 1,000 exhibits, the visitors get a comprehensive look at the history of communication. Regularly changing exhibitions covering special topics are shown on the second and third floor. The reference library is one of the largest technical libraries concerning the history of communication. An all but unique highlight of the German museum scene is the Mitmach-Werkstatt (hands-on workshop), in which children have the chance to comprehend the methods of message transmission in a playful way.

www.museumsstiftung.de

The Computer Game Museum

In 1997, the Berlin-based Computer Game Museum opened the first permanent exhibition of digital interactive entertainment culture in the world. To this date, it has been responsible for 27 national and international exhibition projects, both autonomously and in co-operations. The Museum has received the German children's culture award 2002 (Deutscher Kinderkulturpreis, special award of the Bundesministerium für Familie) and hosts Europe's largest collection of entertainment software and hardware. On that basis the re-opening of the permanent exhibition which has been closed since the end of 2000 is planned. The body responsible for the museum is the Förderverein für Jugend und Sozialarbeit e.V. As a non-profit organisation it is responsible for a broad range of projects. In the area of New Media, besides the Computer Game Museum, it has also been sponsoring the USK (Unterhaltungssoftware Selbstkontrolle) since 1994, which rates computer and video games in age groups jointly with the country's youth boards, as well as the entertainment software database *Zavatar.de*.

www.computerspielemuseum.de

www.fjs-ev.de