

# SPAM

the musical



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## SPAM AS MATERIAL

### IS IT ART? SPAM? OR BOTH?

In 2008 email spam grew up and turned 30. Based on the texts of email-spam, 'SPAM the musical' is spam turned video art. Together with a group of nearly a dozen Melbourne artists Boris Eldagsen created a unique project that stretches genre limits and plays with the the viewer's mind.

## SPAM AS VIDEO ART

Currently three single-channel videos have been produced with more to come. Each of the 6-minute videos is divided into two parts. The first part is an ironic, luring interpretation of a specific email spam. It serves as a "trojan horse" for the second part, "deleted scene". This "deleted scene" turns the entertainment around, creating an image of reality that looks behind the scenes and works like a cold shower compared to the first part.

### #1 THE LONELY GIRLS (4:39 min)

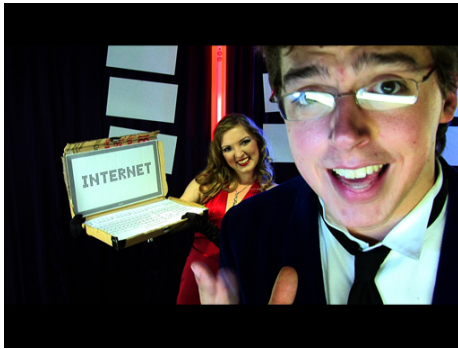
is based on three emails by a Russian, Polish and African girl that are looking for a boyfriend. Imagine a teenage sleepover of three competing girls vying for our attention. The deleted scene shows a broken woman, a puppet on a string, moved by anonymous male hands, forcing her to sing a warped version of a rock song.



### #2 THE LOTTERY (5:01 min)

is based on one email that claims you are the winner of an online-lottery, promoting globalisation, the internet and the 2010 soccer worldcup in South Africa. Imagine a gameshow, a host on speed and a

sexy assistant cheerfully screaming out lucky numbers. The deleted scene brings us back to reality, where the voices in our heads tell us that we are nothing but a loser.



### #3 THE DYING WIDOW (6:19 min)

is based on one email by a 59 year old woman, supposedly dying of cancer and in need of your bank account details to support 'the Lord's good work'. The first part is an opera aria, overdramatised and utilising plastic crabs, gold and glitter. As a contrast, the deleted scene puts the viewer into the harsh environment of a hospital deathbed. The sound of monitors and machines takes over.



## SPAM AROUND THE WORLD

### FESTIVALS

Due to continuous spamming of curators and festivals, 'SPAM the musical' made its way into prestigious venues. 'SPAM the musical' was presented as a single-channel-screening or a site-specific multimedia-installation. And the number is increasing:

- \* *Edinburgh Art Festival* – Edinburgh (UK)
- \* *Galerie Wagner + Partner* - Berlin (Germany)
- \* *Interfiction / Dokfest Kassel* (Germany)
- \* *European Media Art Festival* - Osnabrück (Germany)
- \* *30 years Netherlands Media Art Institute* - Amsterdam (Netherlands)
- \* *13th Media Art Biennale WRO'09* - Wroclaw (Poland)
- \* *Simultan Festival*, Timisoara (Romania)
- \* *Media Forum / 31th International Moscow Film Festival* - Moscow (Russia)
- \* *Kurye International Video Festival*, Istanbul (Turkey)
- \* *Visions in the Nunnery*, London (UK)
- \* *EuroITV*, Leuven (Belgium)
- \* *Festival miden*, Kalamata (Greece)
- \* *Videoholica Video Art Festival*, Varna (Bulgaria)
- \* *Art Under The Bridge / video dumbo*, DAC Brooklyn, NY (USA)
- \* *12th Electrofringe Festival*, Newcastle (Australia)
- \* *Art Science Innovation*, Espacio Enter Canarias, Tenerife (Spain)
- \* *IN OUT Festival*, Laznia Contemporary Art Centre, Gdansk (Poland)
- \* *Euroshorts Festival*, Warsaw + Galeria Bielska BWA, Bielsko-Biala (Poland)
- \* *4th Internacionalni Festival In-Difference*, Galerija SKC Belgrade (Serbia)
- \* *14th Videomedija*, Museum of Contemporary Art of Vojvodina, Novi Sad (Serbia)
- \* *MAGMART*, Casoria Contemporary Art Museum, Naples (Italy)
- \* *Frieze*, MKL Medienkunstlabor Graz, Kunsthhaus Graz (Austria)

- \* *Free Fall*, Apartment Project, Istanbul (Turkey)
- \* *Festival Internacional de la Imagen*, Centro Cultural y de Convenciones Teatro los Fundadores, Manizales (Colombia)
- \* *CROSSTALK video art festival*, Budapest (Hungary)
- \* *cameraVideo*, Fondazione March, Padua (Italy)
- \* *Kaunas in Art*, Kaunas (Lithuania)
- \* *7th Naoussa International Film festival*, Naoussa (Greece)
- \* *tina b.* – Prague Contemporary Art Festival (Czech Republic)
- \* *New Media, Sex and Culture in the 21<sup>st</sup> Century*, Museum of New Art, Detroit (USA)

#### **TV + WEB**

- \* *Special Selection*, Kanal København (Denmark)
- \* *Visualcontainer* Milan (Italy)

#### **AWARDS**

- \* *36th Concours Internationaux de Bourges / Netart*, IMEB Bourges / France
- \* *X Media Forum / 31st International Film Festival / Special Mention*, Moscow / Russia

#### **REVIEWS**

**'SPAM the Musical' is about make-believe and truth, hope and betrayal. It stretches genre limits and plays with preconceptions of the viewer's mind.** - *Edinburgh Art Festival*

**Our Tip of the Week!** - *Art / Germany*

**The interactive media project 'SPAM the musical' has transformed e-mail spam into cynical musicals. That's how twisted the world of today is. Nevertheless one is touched by the 'deleted scenes': longings that can be deadly.** - *Berliner Zeitung / Berlin*

**Don't miss 'SPAM the musical'!** - *The Independent / London*

**Another event sure to catch the eye will be 'SPAM the musical', a series of video installations based on two years' worth of spam e-mails collected by the artist.** - *The Scotsman / Edinburgh*

**HYPE of the week.** - *Vanity Fair*

**Visual Art Highlight!** - *TIP / Berlin*

**SPAM the Musical: Viral, punk, trojan, fabulous & fucked up.** - *The List / Glasgow*