

On the Upgrade — WYSIWYG



On the Upgrade — WYSIWYG is a POD book, also distributed as a PDF, which includes artworks by **Jamie Allen, Renee Carmichael, David Horvitz, IOCOSE, Michael Kargl, Sara Nunes Fernandes, Julia Tcharfas, Maria Theodoraki** and **Richard Sides**, and interviews with the featured artists.

On the Upgrade — WYSIWYG is a book exhibition, or an exhibition in a book. It is a new configuration of selected material that was first presented online or for web broadcast and operates as an artistic, curatorial and design re-alignment of material originally compiled for online consumption for the book interface. The starting point of this project was that of conceiving the book format as an interface and reflecting upon the tensions that might exist between this holdable interface and the web interface along with that of the computer. Thus, reading patterns, the specificity of engagement with the material presented in a book and what site-specificity might mean in relation to moving between online and offline modes of presentation are some of the aspects that have been considered at the time of the making of the book.

What are the representational languages of the interface? How does it work as text, image, sound, space and so forth, and what are the cultural effects, for instance of the way it reconfigures the visual, textual or auditory? Soren Pold, *Interface Realism: The Interface as Aesthetic Form*, 2005

On the Upgrade — WYSIWYG was supported using public funding by Arts Council England. Book launches were supported by Banner Repeater in London and The Northern Charter in Newcastle-upon-Tyne.

The project is accompanied by two book launch events:

Wednesday 26 June 2013, 6:30–8:30pm

The Northern Charter, Newcastle-upon-Tyne
With a conversation between Ralf Brög (SITE magazine), Marialaura Ghidini (or-bits.com) and Sam Watson (CIRCA Projects) about intermedia publishing, and more.

Friday 28 June 2013, 6:30–8:30pm

Banner Repeater, London

With AND, or-bits.com and Hato in conversation: on modes of bridging online and offline publishing and distribution (**6:45pm**); Jamie Allen's Internet Fluxus performance (**7:30pm**) and Sara Nunes Fernandes' reading of *The Sideways boy and the levitating granny, the frontal man and the backside woman, the upside-down man and his wife who had her feet on the ground* (**8pm**).

On the Upgrade is the publishing series of or-bits.com that explores the relationship between artistic production and distribution online and print publishing. The projects within the series look at processes of translation of artistic material which, originally created for a website, migrate to a different site, taking up different forms and formats, in print.

For more information about the series please visit www.or-bits.com/editions.php



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