



***8 BIT: A Documentary about Art and Videogames***

[www.8bitmovie.com](http://www.8bitmovie.com)

***FOR IMMEDIATE RELEASE***

**World Premiere of Video Game Rockumentary at the Museum of Modern Art October 7<sup>th</sup>.**

**Explores worldwide artist subculture obsessed with repurposing old video games and computers.**

Barbara London, Museum of Modern Art curator: “**8 BIT** chronicles... the relatively recent history of video game-based art, but also suggests that the bit-bending antics of the post-video game generation hint at a new current in the uncharted waters of 21st century art history.”

***New York 9.18.2006:*** Musicians, armed only with Nintendo Gameboys, play to packed concert halls. Hardware hacking punks turn ancient Ataris into video synthesizers. Politically charged cyber-performers spray protest graffiti in online post 9-11 war games. Artists obsess over *Pac Man* and *Super Mario Brothers* like Warhol mused over Campbell’s Soup and Marilyn Monroe.

These are the signs of a new cultural phenomenon sweeping the world. This “8-bit culture” scavenges the age of the arcade and the Atari for inspiration and cheap materials. Part nostalgia, part rejection of advancing technology, “8-bit culture” finds its voice by exploring and exploiting old technologies and ancient computers less powerful than today’s pocket calculators.

Malcom McClaren, writing in Wired Magazine: “Chip music... represent(s) the most anarchic display of the antihero in pop culture... repurposing defunct devices to end-run a music industry in total decline constitutes a revolution. Chip music is the final repository of the marvelous, its makers the last possessors of the wand of Cinderella's fairy godmother.”

***8 BIT: A Documentary about Art and Videogames*** explores this “repository of the marvelous” through all of its incarnations, both in the musical and visual arts. By weaving together arcane histories of digital subterfuge, candid interviews with cutting-edge artists and theorists, wild videogame concerts, and highlights from the best digital artwork being made today, ***8 BIT: A Documentary about Art and Videogames*** exposes the cultural ramifications of video games and proposes that Generation X’s coming to grips with its digital heritage signals the beginning of a new social and artistic reality.

For all inquiries, please contact Justin Strawhand at 551.689.0615 or [info@8bitmovie.com](mailto:info@8bitmovie.com).

Call (212) 708-9400 or go to [www.moma.org](http://www.moma.org) for detailed museum information.