

PLACEMAKERS Exhibit Opens October 21, 2014

Discover the surreal yet familiar landscapes of artists using 3D mapping software as their muse.

23 Sept, 2014

San Francisco, CA – Step inside the weird world of Moments in Algorithmic Places, or MAPs, and discover the surreal yet familiar landscapes of three artists using 3D mapping software as their muse in [PLACEMAKERS](#), an exhibit on view at swissnex San Francisco October 21 – November 14, 2014.

Through the work of Switzerland's Regula Bochsler, San Francisco-based Jenny Odell, and Brooklyn-based Clement Valla, follow an oil pipeline across the US, see what a flattened 3D map looks like, and rearrange satellite images into the shapes of your choosing. Journey through a fictional city assembled from layers of reality, and find out how these artists scour mapping software in search drooping roads and mountain atolls rising from swimming pools.

Each artist explores the uncanny and ephemeral nature of 3D mapping, revealing strange yet picturesque visions of a world assembled by math. They hunt for anomalies, relocate landmarks, and embark on strange journeys. In capturing these moments, they make the ephemeral permanent and question the very nature of mapping and photography.

PLACEMAKERS is part of the [Image as Location Festival](#), which explores the relationship between people, pictures, and places and is brought to you by Books in Browsers, the Cultural Services of the French Embassy, the Goethe Institut, Gray Area Art and Technology, swissnex San Francisco, and the Berkeley Center for New Media. The exhibit is also part of the 2014 [Bay Area Science Festival](#).

Exhibit Hours

Monday – Friday, 9:00 am – 5:00 pm

Free, no registration required. **Contact us** for a group appointment.

Related Events

Opening Reception October 21, 2014, at 6:30 pm

Discussion with the artists about their practice and how machine-made images influence society.

Curatorial Contact

Melanie Picard
Project Manager
swissnex San Francisco
t: (415) 912 5901 x301 [Email](#)

Press Contact

Megan Williams
Head of Communications
swissnex San Francisco
t: (415) 912 5901 x110 [Email](#)

