GALLATIN SCHOOL OF INDIVIDUALIZED STUDY
Syllabus

Technology, Art & Public Space, Spring 2013
ARTS-UG 1440
Thursday, 6:20-9:00
1 Washington Place, Room #601

Instructor: Terry Culver
Tjc202@nyu.edu
(646) 823-4583

Office Hours: Thursday, 5-6pm & by appointment
Please email or call in advance

Office: 1 Washington Place, 4th Floor

SUMMARY
Technology, Art & Public Space
This course will focus on the relationship between art, technology, and public space through (1) the study of historical and contemporary examples, and (2) through creating and installing a works of public art in New York City.

(1) Study
Special emphasis will be placed on understanding the role of technology and art in society and in defining public interaction. Also, the course will cover the impact, both direct and indirect, of certain technological developments on art and other media and on public space. The course will use technology and public art as a way to reflect on emergent cultural and social transformations in New York City.

The course will examine the evolution of both Times Square and Union Square in New York City, to understand how art, commerce, politics, and public life have competed and converged over the years, and how these forces have influenced social and political change. For example, the course will cover the historical role of Union Square as a gathering place for political activism, to its redevelopment in the 1990’s, to it’s current roles, including the impact of the public art on the spatial politics of the Square.

(2) Works of Public Art
Students will have the opportunity to participate in two projects:

- An installation of large scale portraits in partnership with INSIDE OUT Project
- Installation in partnership with Word on the Street, and/or large scale digital projections.
Students will be an integral part of the process of the project, from its organization, conception, design, and completion. Students will keep a journal for the duration of the project, which will be used to evaluate the project and to connect it to other coursework.

**READINGS**
Readings for the course will be drawn from a number of sources, including:

**GRADES**
Grades for the course will depend upon the following factors:
1. Attendance and full participation in class;
2. Written work and attention to assigned readings;
3. Submission project and paper;

**CALENDER**

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<thead>
<tr>
<th>Month</th>
<th>Date</th>
<th>Event</th>
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<tbody>
<tr>
<td>January</td>
<td>31</td>
<td><em>Introduction &amp; Defining Technology</em></td>
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<tr>
<td>February</td>
<td>7</td>
<td>No Class</td>
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<tr>
<td>14</td>
<td><em>Going Live: The Impact of Technology on Contemporary Art</em></td>
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| 21 | *Convergence*: immersive, multi-media artwork  
Theory of Visual Culture  
Begin INSIDE OUT Project |
<p>| 28 | <em>Techno-primitivism</em> |</p>
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| March 7 | *Technology, Utopia, and the Role Metaphor*  
         | Guest Speaker: Will Elkins  
         | Visit to Buckminster Fuller Institute |
| 14     | *Artistic Vision vs. Community Needs*  
         | Guest Speaker: Laura Raicovich, Director of Global Initiatives,  
         | Creative Time |
| 21     | Spring Break/No Class                                               |
| 28     | *Spatial Politics: Case Study, Union Square*  
         | Visit to HEARD, by Nick Cave at Grand Central Terminal  
         | INSIDE OUT Project Due |
| April 4 | *Calls to Action: Public Art and Activism*  
         | Guest Speaker: Mary Jordan, Creative Director, Word on the Street  
         | Begin collaborative project |
| 11     | *Broadcasting the Product: Art and Commerce in Public Space*  
         | Focus on Times Square & outdoor advertising in New York  
         | Collaborative Project |
| 18     | Collaborative Project                                               |
| 25     | Collaborative Project                                               |
| May 2  | Collaborative Project                                               |
| 9      | Final Class                                                          |