

Press Release

# MARINA ABRAMOVIĆ

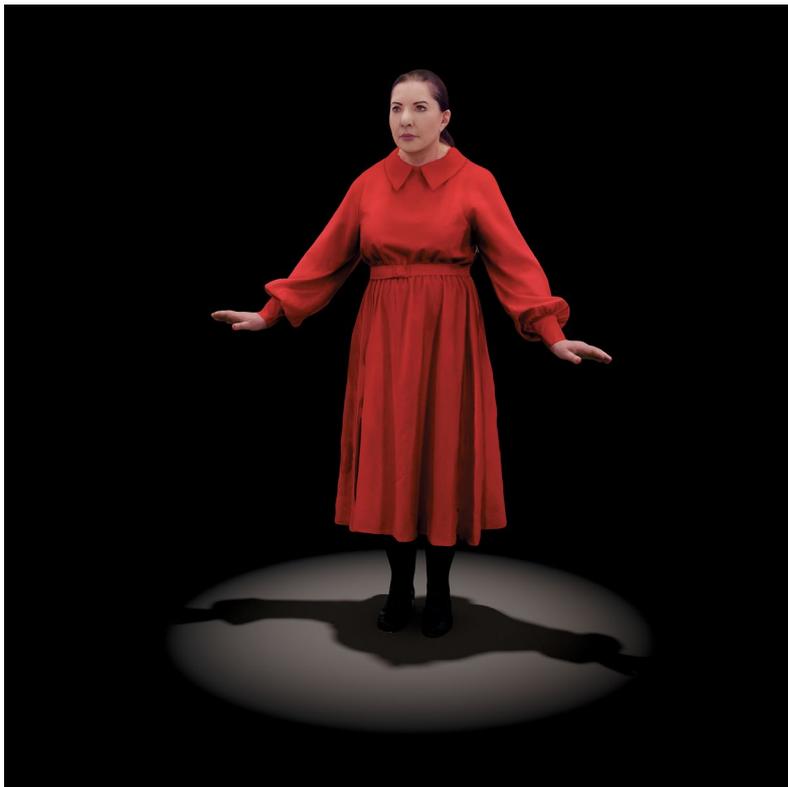
## THE LIFE

19 – 24 February 2019

Serpentine Galleries, London W2 3XA

Press Preview: Monday 18 February, 3pm

Press images at [serpentinegalleries.org/press](http://serpentinegalleries.org/press)



Art and technology combine for a world first with Marina Abramović, the pioneering performance artist, and the presentation of her latest performance: *The Life* in Mixed Reality (a wearable augmented experience).

For one week, the Serpentine Galleries will host *The Life* on the site of her acclaimed 2014 durational performance, *512 Hours*. Visitors will simultaneously experience an intimate, digital encounter with the artist in this first, large-scale performance exhibited using Mixed Reality anywhere in the world.

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*The Life* is a new performance piece, lasting 19 minutes, that builds on the artist's long-standing fascination with the notion of material absence. The use of Mixed Reality allows Abramović to further explore how to use her own body as subject and object, mapping new territory at the intersection of technology and performance. *The Life* is produced by Tin Drum, a US/UK studio that works exclusively in Mixed Reality.

Abramović's use of this new, evolving technology reflects her engagement in the broader social and historical constructs of our times. As a collaborator throughout the creative process, Tin Drum has focused on representing the authenticity of the Abramović's vision, creating a recurring performance that only this Mixed Reality technology can provide. "The fact that the project can be repeated anywhere in the world while I am not there is mind-blowing. I can be present in any spot on the planet," says Abramović.

The collaboration with Tin Drum brings Abramović's work to a wider audience. She says: "This is the first time an artist has used this technology to create a performance, but this experiment is just the beginning. I hope that many other artists will follow me and continue to pioneer Mixed Reality as an art form."

To experience the performance, audience members will be provided with Magic Leap One lightweight wearable spatial computing devices, before entering the main gallery space. Unlike Virtual Reality, Mixed Reality will allow the gallery and other visitors to be completely visible as part of the experience. A roped, five-metre circle will be at the centre of the gallery where the digital representation of Abramović will be visible through the Magic Leap One device. Visitors will be free to explore the movements of the artist as if she were actually in the room.

Describing the experience, Abramović says: "When I put the glasses on for the first time, it was a very shocking experience - the feeling that I was there and not there at the same time."

To create *The Life*, Abramović went through the entire performance in an extensive volumetric capture process – an authentic, moving, photographic representation of the human form – which is only possible in a few studios around the world (in this case, 4D Views in France).

### **Notes to Editors**

*The Life* is on view from 19-24 February. Entry is free, but booking is required. Opening hours are 10am-6pm, with last entry at 5pm.  
[www.serpentinegalleries.org](http://www.serpentinegalleries.org)

*The Life* is conceived, written and performed by Marina Abramović  
Directed by Todd Eckert  
Produced by Tin Drum  
Captured by 4D Views.  
Devices provided by Magic Leap

### **Marina Abramović**

Since the beginning of her career in Belgrade during the early 1970s, Marina Abramović has pioneered performance art, creating some of the form's most important early works. The body has always been both her subject and medium. Exploring her physical and mental limits, she has withstood pain, exhaustion, and danger in her quest for emotional and spiritual

transformation.

Abramović was awarded the Golden Lion for Best Artist at the 1997 Venice Biennale. In 2008, she was decorated with the Austrian Commander Cross for her contribution to art history. In 2010, Abramović had her first major U.S. retrospective and simultaneously performed for over 700 hours in *The Artist is Present* at the Museum of Modern Art in New York. In 2014, she completed the three-month performance *512 Hours* at the Serpentine Gallery in London. Abramović founded Marina Abramović Institute (MAI), a platform for immaterial and long-duration work, to create new possibilities for collaboration among thinkers of all fields. The institute inhabited its most complete form to date in 2016 in collaboration with NEON in *As One*, Benaki Museum, Athens.

Her most recent publication is *Walk Through Walls: A Memoir*, Published by Crown Archetype in October, 2016, and it has subsequently been translated into 19 languages internationally. Her retrospective, *The Cleaner*, opened at Moderna Museet, Stockholm in February 2017 and has toured to the Louisiana Museum of Modern Art in Denmark, Henie Onstad Kunstsenter in Oslo, Bundeskunsthalle in Bonn, and Palazzo Strozzi in Florence. The exhibition will continue on to Centre for Contemporary Art Znaki Czasu, Toruń, and Museum of Contemporary Art, Belgrade in 2019.

### **Todd Eckert**

For Todd Eckert, directing *The Life* is a culmination of a career spent working across the media landscape. In 2007 he produced *Control*, the feature film about the life of Joy Division's Ian Curtis. Prior to that he was Director of North America for the UK game developer Eutechnyx and was introduced to the possibilities of Mixed Reality as Director of Content Development for Magic Leap. The first decade of his career was spent writing about bands as a music journalist – something that prepared him to found Tin Drum.

### **Tin Drum**

Founded in 2016, Tin Drum is a technology collective encompassing designers, coders, artists, and scientists. Leveraging the twin emerging platforms of Mixed Reality and volumetric capture, Tin Drum is focused on location-specific group experiences that explore themes of presence, permanence, and embodiment - as well as the role that technology plays in altering our communal experience of these themes. Producing *The Life* has required the invention of many bespoke technological tools to make the experience possible. *The Life* is Tin Drum's first public exhibition.

### **Production Team**

As Tin Drum's Chief Experience Officer, **Alysha Naples** designs holistic experiences that leverage emerging technology in order to broaden access to art and culture. Previously, she was Senior Director of Interaction and Experience at Magic Leap.

**Yonatan Munk** is Tin Drum's Chief Scientist. Prior to joining Tin Drum, he led the Quantified Experience research group at Magic Leap. He holds a PhD in Integrative Biology from U.C. Berkeley.

**Shaw Walters** is the Tin Drum Chief Technology Officer. He is responsible for inventing some of Tin Drum's solutions to Mixed Reality's unique problems:

Production Manager **Cris Aragón** used her skills as founder of 5A Studios, a film sound and post production company, to assemble the project.

Tin Drum's COO **Marcus Fielding** joined the company having led the Microsoft HoloLens UK studio.

**George Fuentes** is an artist, writer and director leading his team at Thinkingseedstudio to develop and produce content within the mediums of animation and film. As an artist, he has worked on the closing ceremony to the 2018 Winter Paralympics, Jay Z's animated project *The Story of OJ* and the Emmy award winning title sequence to *Game of Thrones*.

#### **4DViews**

Since 2007, 4DViews has been designing dynamic volumetric capture systems: an innovation capable of filming people as virtual assets for use in any virtual or augmented environment.

#### **Serpentine Galleries**

The Serpentine Galleries have been a pioneering force in contemporary art and architecture since 1970. Inspiring the widest possible audiences with the urgency of art and architecture, the Serpentine attracts up to 1.2m visitors a year to its interdisciplinary programme of exhibitions, architecture, education, public events and digital innovation in the Royal Park of Kensington Gardens, London. Admission is free.

#### **For press information contact:**

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Image © Marina Abramović and Tin Drum

MARINA ABRAMOVIĆ: THE LIFE

A TIN DRUM PRODUCTION

The logo for Tin Drum, featuring the words "tin drum" in a lowercase, handwritten-style font.