mediascapes:
the reality
of immaterial space

claire cottrell
In our ever-evolving world, the presence and power of new digital media cannot be denied.

It has assumed a role in our urban landscape that is simultaneously powerful, political and artistic.

Its place as a permanent fixture in our contemporary urban society is undeniable.

For once, material and immaterial space are going mainstream. They are being linked in the minds of the public as one entity. They are - for the first time in history - recognized as the total reality.

With this acknowledgement comes an opportunity to capitalize on the potential of the media landscape: or mediascape.
IDreamLA
an online interactive database of sorts that allows users to upload imagery - and then experience it in person
stan ramirez is hot. it's 96 degrees in downtown los angeles. stan wishes he had a pool.

upload a pool - idreamla.org

sophie baynor considers herself an artist - a good one. she's ready to share.

upload art - idreamla.org

john jenkins found some old film footage.
summer vacation.

upload memories - idreamla.org

your name here wanted to imagine that something was real.

upload imagination - idreamla.org
I.

open your browser

go to www.idreamla.org

sign in

create a profile

upload photographs, film, artwork misc.

make note of the 'airdate'

II.

go to 1210 grand avenue on that day

sit down under the tree

make yourself comfortable

open your eyes

relive the past

imagine the future

dream through your eyes.
immaterial (virtual)

--------------------------------
name
--------------------------------
artist biography
--------------------------------
upload imagery to 1-2-3-4
--------------------------------
visit grand avenue
--------------------------------
experience firsthand
--------------------------------
material (real)

august 25, 2006
'swimming pool'
grand avenue
los angeles, ca

Stan Ramirez
Swimming Pool
2005
IDreamLA Gallery

shade trees
galleries
'displays'
projected reflection pool

grandintervention.org
ps. click here