

**MEDIA ADVISORY**

**04/08/2016**

## **NEW MEDIA INSTALLATION TO TRANSLATE CALIFORNIA WATER DATA INTO A PHYSICAL EXPERIENCE**

*“Aqua•litative” Renders California Water Data into Kinetic Movement and Acoustic Sound.*

**Charlottesville, VA** – In coordination with the University of Virginia, Jon Bellona, John Park, and John Reagan will exhibit a new media installation, Aqua•litative, at the Elmaleh Gallery in Campbell Hall between April 18, 2016 – May 2, 2016. The kinetic installation renders multiple data sets of California's water history into mechanical movement and acoustic sounds. There will be a gallery talk on Friday, April 29th at 12:30p in the Elmaleh Gallery. This event is free and open to the public.

Aqua•litative is a new media project that outlines the serpentine narrative of water, politics, and prosperity in the state of California. Kinetic sculpture translates historical climatological information into animated movement. Ringing chimes, like aural ripples of water, sonically reference our dwindling time required to address issues of water scarcity. Combining the natural and human effects on water supply, data sets correlate chronological factors into a sensory experience weighing water supply with water policy. The installation is part of an Environmental Resilience and Sustainability Fellowship, funded in part by the Jefferson Trust and the Office of Graduate and Postdoctoral Affairs.

**WHO:** Jon Bellona, John Park, John Reagan. A University of Virginia Environmental Resilience and Sustainability Fellowship

**WHAT:** Aqua•litative, a New Media Installation

**WHEN:** Exhibition: April 18 – May 2, 2016. Gallery Talk: April 29, 2016 at 12:30p

**WHERE:** University of Virginia, Elmaleh Gallery (Campbell Hall)

**About Aqua•litative:**

Water is a global resource. As the World Bank currently reports, by 2025, "nearly two-thirds of countries will be water-stressed and 2.4 billion people will face absolute water scarcity." California grows \$50 billion of US produce, but is in its fifth year of drought. By looking at a single water-stressed state in our nation, California, we may better appreciate water as resource and understand its political impact on a global scale. Aqua•litative is by Jon Bellona, John Reagan, and John Park (University of Oregon). Visit <http://aqualitative.org> to learn more.

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