

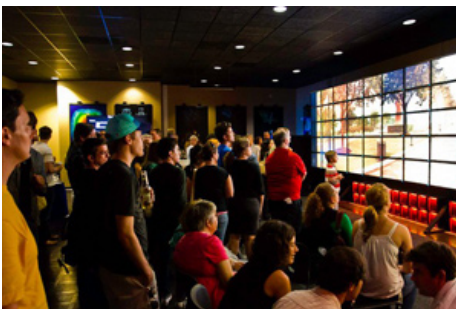
Exploring Creativity in Digital Space

TACC launches new event series to showcase digital media at extreme scales



The VisLab bridged art and technology in the first installment of the “Exploring Creativity in Digital Space” exhibition series.

In April, TACC launched a new event series in the Vislab that showcases digital media at extreme scales.



The audience views an image of the Texas state capital by photographer Ricardo Meleschi.

The first installment presented the work of recent Guggenheim Fellow, Lawrence McFarland, and high-dynamic range (HDR) pioneer, Trey Ratcliff, as well as a number of other talented Austin-based photographers.

Curated by Maria Esteva, a research scientist at TACC, the show explored the potential of tiled displays and powerful digital projectors to present art with an immersiveness, scale, and color depth unavailable elsewhere.

Some of the work, including HDR panoramas of cityscapes by Ricardo Meleschi, and a security camera piece by Bill Haddad that took advantage of all 75 individual monitors, were created specifically for the technology in the lab. Other works were transformed by the lab’s display technology.

“We’re moving to a world where people have giant displays, soon to be wall-displays, and want to enjoy extremely hi-resolution images,” Trey Ratcliff said of the event. “It was great to see this working in reality at TACC.”

For McFarland, the exhibition marked a turning point: a realization that digital photography possesses different strengths and impacts from its analog counterpart.

“It was so amazing to see my images that large,” McFarland said. “I deeply appreciate the opportunity to share this experience with the Texas Advanced Computing Center.”

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