

Jump Cuts

Artists: Elizabeth Diller and Ricardo Scofidio with Paul Lewis

February 1996

Camera Cineplex / 201 S. Second St., San Jose, CA 95113 / Council District 3

ABOUT THE PROJECT

The movie marquee became a familiar civic icon in the 1920's and 1930's with the emergence of cinema in American culture. Its purpose was both information and attraction, best accomplished at night with dazzling lights.

The artists have reinterpreted the marquee through sculptural, electronic and video elements, broadcasting images and texts to the street.

Jump Cuts includes twelve 5' x 7' liquid-crystal display (LCD) panels mounted on the



View of *Jump Cuts* display panels



View of *Jump Cuts*

outside of the glass facade of the building. By day, viewers see text permanently etched onto the surface of the glass panels. From the outside, the text reads "Truth is stranger than fiction is stranger than truth..." From inside the lobby, the text reads, "Life imitates art imitates life..."

In the evening, the LCD panels are transformed into video screens. Images projected onto the screens sequence between movie trailers and live feed from video cameras mounted inside the lobby. The live feed images alternate between the actual view from the street and live video

views from the lobby, thus flipping the building inside-out and back, electronically. A computer controls all of the dynamic elements of the marquee, including activating the panels, turning them translucent and providing the surface upon which images can be projected. The image sequencing is preprogrammed for the twelve months of the year to begin operation at dusk and continue through midnight.

ABOUT THE ARTISTS

Diller + Scofidio is a collaborative studio involved in cross-disciplinary work that incorporates architecture, the performing and visual arts. Diller + Scofidio was formed in 1979, the firm is now known as Diller Scofidio + Renfro. Their work interrogates spatial conventions of everyday life, as seen through an architectural lens, and twists them. Diller + Scofidio possess a level of professional expertise that is unique in that they are internationally respected for both their architectural and artistic works. They are the first architects to win the MacArthur Prize.

Elizabeth Diller is Assistant Professor and Director of Graduate Studies at Princeton University. She has taught at Cooper Union, Harvard University, and Columbia University. Ricardo Scofidio has been a Professor at Cooper Union since 1965 and a visiting Professor at Harvard University and the University of Illinois in Chicago. More about their work may be found at www.DSRNY.com. At the time of this commission Paul Lewis was a member of the Diller + Scofidio team. He is an Assistant Professor at Princeton University School of Architecture. He is the recipient of the Mercedes T. Bass Rome Prize in Architecture from the American Academy in Rome. After leaving Diller + Scofidio, he founded Lewis.Tsurumaki.Lewis (LTL Architects) in 1997.

ABOUT THE PUBLIC ART PROGRAM

The City of San José Public Art Program seeks to build community identity by initiating artworks and exhibitions that enhance the civic landscape. Through active community engagement, public art strives to reflect the City's diversity, historic richness, and envision its present and future.

The Public Art Program is part of the City's Office of Cultural Affairs, a division of the Office of Economic Development. The Public Art Program was established by a 1984 municipal ordinance that provides public art through funding from City capital improvement projects and eligible private development.

For further information and photos, please contact the San José Public Art Program.