



**LAist @ Sundance 2011: New Frontier w/  
Digital Bugs, Wilderness Downtown, Johnny  
Cash, Pandemic, Three's Company (The  
Drama)**



*Miner's Hospital, New Frontier at Sundance 2011 (Photo by Lisa Brenner / LAist)*



[New Frontier at Sundance](#) is a three-building campus of multimedia narratives curated by festival senior programmer, Shari Frilot, as an experimental answer to an evolving storytelling landscape. Some of those interpretations come in the shape of Three's Company as a drama, digital bugs that seek low ground in a sandbox, steam holograms, Star Trek-like Pandemic mapping, and Google-powered music videos that allow you write your younger self a message on a post card embedded with seeds that if planted, will sprout a birch tree.

Located at the historic and haunted Miners Hospital, New Frontier isn't so much "[art at Sundance](#)," rather, a three-dimensional opportunity to interact with, and in some cases, influence, the story itself. "The Liberated Pixel," serves as a theme for the installation of installations, and also as a way to understand how our collective modern experiences of electronic gadgetry affect lifestyle and behavior.

Notes Frilot in her curatorial statement, "The fundamental building block of the modern cinematic image -- the pixel -- was originally designed as an illuminated point of light that works in tandem with thousands of others to create a reflective medium for image and narrative on a proscenium screen. Today the pixel has been liberated from this fixed broadcasting format to assume three-dimensional realities in time and space."

Standout pieces include UK [artists Blast Theory](#) and their adventurous offering **A Machine to See With**. The interactive film invites the audience to be participants and starring in their own thriller. The nature of the project explores "interactivity and the social and political aspects of technology." Think: The Game, but artier and Douglas-less.

Daniel Canogar brought two of his works from Spain to explore the ideas of memory lifespan and technology lifespan. With **Spin**, Canogar [projects 100 films onto the reflective side](#) of each's DVD prison while **Hipocampo 2** is a work of synaptic sculpture as tangled cables are lit to create the illusion of electric motion in the now defunct pathways.

**Three's Company: The Drama**, brainchild of the he-can't-possibly-have-that-much-time-on-his-hands James Franco, examines the classic 70s sitcom re-cut, re-sound engineered and re-imagined as a drama.

Creative data visualization artist [Aaron Koblin](#) and acclaimed director/photographer [Chris Milk](#) teamed for two featured pieces: The [Johnny Cash Project](#) and [The Wilderness Downtown](#). Johnny Cash collaborators create the Man In Black's final, animated, music video via online custom built drawing tools. Each participant fashions a single frame. **The Wilderness Downtown** is a groundbreaking music video / short film project created with HTML5 and utilizing Google Maps to create personalized videos based on the viewer's childhood town and set to the Arcade Fire song "We Used to Wait."



[Glowing Pathfinder Bugs](#) by UK's Squidsoup uses projection of virtual bugs onto a real sandbox. The bugs seek low ground, aware of their surroundings, and respond holes, hands and each other. [Moony](#) uses steam as a screen and interface to create and interact with virtual and virtually holographic butterflies projected into the water vapor. And [Pandemic](#), a "transmedia storytelling experience that spans film, mobile, online, real-world, social gaming and data visualization," begins with the premise that a mysterious virus is loose in a small rural town. The story unfolds over the course of the festival with real life objects hidden throughout Park City.

More [details on these and other innovative works](#) is innovative works is available on the Sundance website.