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## Creativity, technology meet in organization's first display

Thursday, March 27, 2008 3:02 AM

BY BILL MAYR FOR THE COLUMBUS DISPATCH

at a glance

They call it the Fuse Factory.

Ideas go in; projects related to art and technology come out.

An exhibit of technology- and science-based art Friday and Saturday will mark the debut of the Fuse Factory Electronic and Digital Arts Lab.

Because the new organization doesn't have a home, the exhibit will be shown at Rescentris, a company at Easton Town Center that develops software for life-science and health-care research organizations.

Works by about 20 Ohio artists will be featured -- including music, experimental films, kinetic sculptures, digital images and computer animation.

Cincinnati animator Kimberly Burleigh will show *Aesthetic Experiments*, an animated movie inspired by science photography. Pieces by Columbus experimental filmmaker Sean McHenry will include *My Quiet Day*, a film collage shot with a cell phone. Columbus sculptor Jennifer Cooke will exhibit *Robot Jellies* -- jellyfish of handblown glass that change colors through the use of motion sensors that detect visitors.

The Fuse Factory is the brainchild of Alison Colman of Columbus.

"It was something I had wanted to do for a very long time," she said. "As I was doing research for my doctorate (in art education) at OSU, I came across art and technology groups (in other cities). I was impressed with what they were doing, and I said to myself that central Ohio could use something like this."

Although several central Ohio colleges and universities provide art-and-technology programs of various sorts, the city doesn't have a free-standing art-and-tech nonprofit, Colman said.

"A lot of art students graduate," she said, "and then there are no resources for them."

Colman, who has taught at the college level, is devoting her efforts full time to starting the Fuse Factory. She envisions it as mounting exhibitions and offering workshops on new-media topics as well as renting equipment and lab space.

Jeff Spitzner, who has a doctorate in molecular genetics, is president of the Fuse Factory board and chief science officer and president of Rescentris.

He is a scientist who enjoys art.

"I look at art and science as parallel," Spitzner said. "Both are driven by creativity, innovation and the applications of technology. The same sort of drive and entrepreneurial spirit that starts up new companies also starts great art."

Besides, he said, art is always driven by technological changes -- the development of brushes and oil paints or, these days, advances in software and cell phones.



Robot Jellies by Jennifer Cooke

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A struggle often exists as art and technology intersect, said Amy Youngs, a Fuse Factory board member and an Ohio State University instructor who exhibits her technology-related art internationally.

"Sometimes, with an artwork, technology takes over and makes it not quite as interesting," she said. "But other times, technology helps bring people to the idea -- so it can be the perfect way for people to understand things."

Jennifer Deafenbaugh, a board member and senior interactive designer at the Blue Diesel communication agency, wants the Fuse Factory to help Ohio schoolteachers use technology.

Beyond that, she and the other Fuse Factory supporters said, thousands of creative types in central Ohio are working in fields that could take advantage of what the Fuse Factory might offer.

The weekend exhibit will provide a taste of what's afoot.

Deafenbaugh summed up the show in one word: *amazing*.

### His tribute

"Her Mother I Never Knew" -- paintings by W. Bradley Moyer of New Albany -- is on view through April 18 in the Fresh A.I.R. Gallery, 131 N. High St.

The exhibit pays tribute to his deceased mother-in-law, Maggie Keesham -- who suffered paranoid schizophrenia.

Moyer, who grew up in Upper Arlington, has studied at the Birmingham Bloomfield Art Association in Michigan and the Columbus College of Art & Design.

Hours: 8 a.m. to 5:30 p.m. weekdays. For more information, call 614-744-8110.

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**RESCENTRIS, EASTON TOWN CENTER (614-483-3873, WWW.THEFUSEFACTORY.ORG)**

The Fuse Factory Ignition: Convergence' RESCENTRIS, EASTON TOWN CENTER (614-483-3873, WWW.THEFUSEFACTORY.ORG) 6 to 9 p.m. Friday 1 to 8 p.m. Saturday, with a 2 p.m. panel discussion on art, science and technology free



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