

LAUNCH

Projects by **PreNeo Press**

Exhibition Catalogue

Launch: Projects by PreNeo Press is an exhibition which explores the intersections between idea and product, art and design, critique and entertainment. The works in this exhibition straddle aspects of contemporary cultural production yet place themselves firmly in the conceptual lane of today's fine art arena.

PreNeo Press is the conceptual space of Kent Manske and Nanette Wylde.

PreNeo's audience-based, interactive and socially reflective artworks employ elements of business commerce including information technologies, marketing strategies, branding, product packaging and surveys. PreNeo projects comment on aspects of contemporary American culture, the media, and modes and means of human communication. The works employ humor, irony and are intended to provide the audience with a provocative and entertaining experience.

Featured works include: Meaning Maker, Jargon Reducer, ebaybies, Storyland, Belief Manifesto and The Daily Planet Interactive.

Krause Center for Innovation Gallery
Foothill College
Los Altos Hills, California

July 26 - September 15, 2006

PRENEO Press

PreNeo Press, 1992- present

PreNeo Press is the conceptual space of Kent Manske and Nanette Wylde.

Pre and Neo are frequently used prefixes applied to art historical time periods and genres. Pre meaning before and Neo meaning new. Press has dual meanings for us. First, it indicates our desire to push ourselves intellectually and creatively. Second, it refers to our backgrounds and art making identities as printmakers.

Our collaboration revolves around a continuous dialogue about aspects of the art world: interpretation and understanding, making meaning out of the complex world we live in, communicating ideas and perspectives.



Engagement in community fuels our art practice. Activities include: participation in art communities, teaching and facilitating art experiences, curating exhibitions and providing design services to art organizations.

We aim to spread the art spirit.

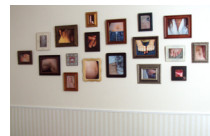
www.preneo.com

Conceptual space

Nanette Wylde

Nanette Wylde is a conceptual artist working in hybrid media. Her interests include: language, personality, difference, beliefs, systems, ideas, movement, reflection, identity, perceptions, structure, stories, socializations, definitions, context, memory, experience, change, and residue.

Wylde has a BA in Behavioral Science from San José State University and a MFA in Interactive Multimedia from Ohio State University. She is an Associate Professor of Art & Art History at California State University, Chico.



"Assumptions: Performative Texts captured, printed & framed", 2002

Kent Manske

Kent Manske creates visual narratives and symbols to process thoughts, ideas and observations. His works function as maps, providing visual routes for making meaning. Inquiry helps the artist access his own truths and facilitates his understanding of the world in a broader context.

Manske has a BFA in Visual Communication from the University of Wisconsin and a MFA in Printmaking from The School of the Art Institute of Chicago. He is a Professor of Art & Graphic Design at Foothill College.



"West meets East", artist's book, 2005



monoprint from "Queries" series, 2005

Publications

We publish limited-edition prints, books, and electronic-based projects both online and in CD and DVD formats. Collaborative projects, including multiples, are distributed under the name Nan Kent. Democratic Multiples are art objects produced and distributed as widely and inexpensively as possible with the purpose of freeing art from the confines of the art establishment and making art more accessible to the masses.



"Hand Held Activist Signs" letterpress, 2004



"Candy Colored Peace Buttons", 2004 - present

Weekend Residency

in the Print Studios at PreNeo Press

In the spirit of community and collaboration PreNeo invites artists to come work with us in the print studio. We work closely with our residency artists to help facilitate their ideas and encourage the artists to work experimentally—to try processes and/or combinations of digital and traditional techniques new to their repertoire. Residencies conclude with a reception and art gifting.



Eileen McGarvey, 2005 "Jumping Jill Animal", digital print/kinetic construction



José Arenas, 2004 "Solo", monoprint with lithography

Meaning ! Maker

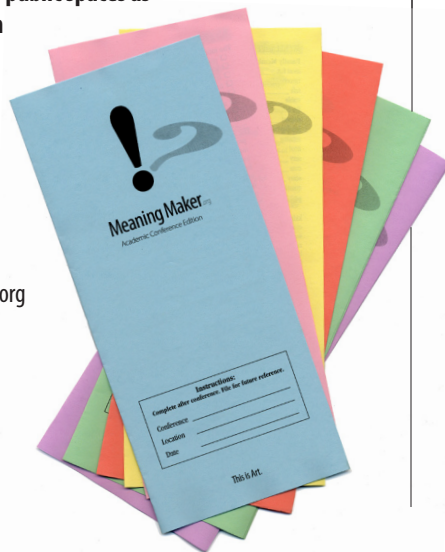
Meaning Maker, 2006

“Meaning Maker” is a guided interactive response structure tailored to specific styles of experience.

“Meaning Maker” enables users to round out and develop closure with any given experience. When used over time, “Meaning Maker” becomes a powerful and useful tool to assist in understanding and evaluating one’s life experiences and activities.

“Meaning Maker” is available for download online and can be found in public spaces as printed fill out form brochures.

www.meaningmaker.org



A reflective conceptual experience

Making distinctions is essential for human survival. “Meaning Maker” is about judgment. “Meaning Maker” encourages us to evaluate, label and judge. “Meaning Maker” plays with concepts of comparison and analysis; superiority and inferiority; and the power structures which encourage social and environmental evaluation.

By pointing to our various practices of judgment we bring judgment into conscious awareness and provide an opportunity to laugh at and learn from ourselves.

Academic Conference Edition

Do conference notes and materials become buried in the ephemera of your life? Do they end up in your office filing cabinets, bookshelves, counter tops and drawers without documentation or resolution in an accessible form? Organize your thoughts and cultivate purpose for every conference you attend. Over time, “Meaning Maker Academic Conference Edition” will provide you with an invaluable index of the pluses and minuses of the conferences you attend.

Good for decision making, grant & report writing, time management, performance dossiers, peer & career evaluation, ladder climbing, networking, back stabbing and memoirs.

Art Viewing Experience Edition

Does one exhibition run into another? Are you confused about what you are seeing and how it makes you feel? “Meaning Maker Art Viewing Experience Edition” provides a structure for evaluating and preserving your art viewing experiences; and art’s value to community and culture.

Good for impressing friends and colleagues, schmoozing, intellectual development, aesthetic decision making, understanding one’s own collection agenda, getting ideas for one’s own work, validating one’s own feelings of superiority or inferiority, art education and writing art criticism.

Family Gathering Edition

Confused or emotional while processing family gatherings and interactions? “Meaning Maker Family Gathering Edition” helps you to understand who you are and where you came from. Appropriate for birthdays, graduations, weddings, funerals, anniversaries, holidays, random get-togethers, and all manner of parties, meetings and events.

“Meaning Maker Family Gathering Edition” is good for self-appraisal and validation; therapy sessions; blame, denial, superiority and judgment; remembering, forgiving, and forgetting; preparation for writing eulogies and toasts.

Testimonials

“A group of fellow grad students and I were each handed Meaning Maker pamphlets while leaving an exhibition of tired old hacks (oops, I mean ‘professionals’) in the incestuous print world, who have apparently been repeating the same themes in their work for at least ten years now. Perhaps we were spotted as a disenchanted lot, who wish to resist this bleak and burned-out fate to someday become our own. Enter Meaning Maker— the highlight of the whole freakin’ SGC conference!”

— Web site entry, May 2006 (Academic Conference Edition)

“Meaning Maker blows all recent art I’ve experienced out of the water. Art in brochure form?, what a hoot you folks are. It’s like a judgment test. We’ve never applied ourselves to an artwork so in-depthly. Thanks for helping reveal things we didn’t previously contemplate.

— Web site entry, April 2006 (Academic Conference Edition)

“I am so excited to have a signed edition of Meaning Maker from the Southern Graphics Print Conference! I love the tacky blue pamphlet of this contemporary print project AND the smart assessment of the conference experience it critiques. Thank you Meaning Maker!

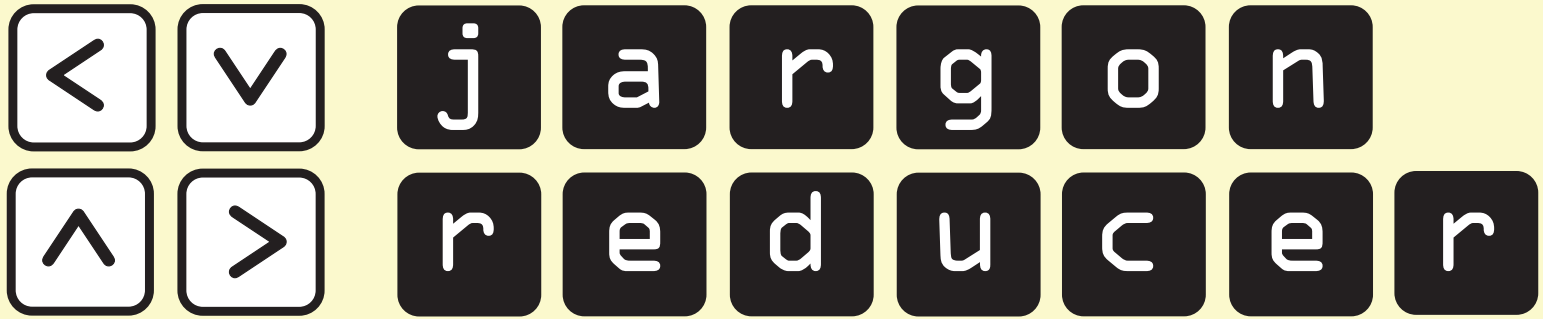
— Web site entry, April 2006 (Academic Conference Edition)

Distributions

- Southern Graphic Council Printmaking Conference, Madison, Wisconsin, 2006
- International Symposium for Electronic Arts (ISEA), San José, San José, California, 2006
- Zero-One, Festival for Art on the Edge, San José, San José, California, 2006



Product branding



Jargon Reducer, 2006

Jargon is special words or expressions that are used by a particular profession or group and are difficult for others to understand. Jargon is also defined as a form of language regarded as barbarous, debased, or hybrid.

“Jargon Reducer” is a handy English language tool which helps you to understand what is really being communicated.

Troubled by an email from a colleague or a lover? Confused by political statements and ad campaigns? Unsuccessful in your grant applications and project proposals? “Jargon Reducer” will point you to the crux of the message.

“Jargon Reducer” comes with two poignant functions. “The Revealer” reveals jargon, emphasizing the keywords of any communication and thus the true and oftentimes hidden agenda. “The Remover” removes jargon, leaving only the uncritical mass of the message. The remaining text may then be displayed in a variety of formats.

The world is full of specialized language systems. Sometimes these are necessary. Sometimes these impede communication. Jargon Reducer is an amusing solution to the problem.

www.jargonreducer.net

Conceptual language tools

“Jargon Reducer” is a computer application which manipulates and displays bodies of text input by the user.

The Revealer

The Revealer removes common words to reveal jargon.

“I Have a Dream” speech by Martin Luther King Jr., 1963

But there is something that I must say to my people who stand on the warm threshold which leads into the palace of justice. In the process of gaining our rightful place we must not be guilty of wrongful deeds. Let us not seek to satisfy our thirst for freedom by drinking from the cup of bitterness and hatred.

We must forever conduct our struggle on the high plane of dignity and discipline. We must not allow our creative protest to degenerate into physical violence. Again and again we must rise to the majestic heights of meeting physical force with soul force. The marvelous new militancy which has engulfed the Negro community must

Before Revealer

ahead alabama alone america american areas asking battered beautiful believes bitterness brutality cannot cells character cities civil conduct content continue created creative creed crooked deeds deeply degenerate desert despair destiny devotees died difficulties dignity discipline discords distrust dream drinking dripping engulfed equal evidenced evident exalted faith fatigue flesh fresh friends frustrations gain gaining georgia ghetto ghettos glory governor guilty hands heavy hill hills hood hope hotels interposition jail jangling join judged larger liberty lips lodging lord louisiana majestic marvelous meaning meeting mighty militancy mississippi mobility moment motels mounta narrow nation

After Revealer (alphabetic format)

The Remover

The Remover removes uncommon words, jargon, and leaves the rest.

“Poetics” by Aristotle, 350 B.C.E

With respect to critical difficulties and their solutions, the number and nature of the sources from which they may be drawn may be thus exhibited.

The poet being an imitator, like a painter or any other artist, must of necessity imitate one of three objects things as they were or are, things as they are said or thought to be, or things as they ought to be. The vehicle of expression is language- either current terms or, it may be, rare words or metaphors. There are also many modifications of language, which we concede to the poets. Add to this, that the standard of correctness is not the same in poetry and politics, any more than in poetry and

Before Remover

a a a a a a a a a a a a a a about about act add again again again again all all already also also among an an and and and and and and and and and answer any any any any any are are are are are are are are are as as as as as as as as as as as as as as as as as at at at be be be be be be be be be be be be be be be been been being being being best better better body both but but but but but but but by by by by by called concern does does done done drink end end end ends every example example face face fact fact fact first first for for for for for for for for from from further good good hard has has has has has have he he he he he he he he he here his his his his horse

After Remover

eBaybies[®]

Genuine & Lasting Friends

eBaybies, 2003- 2004

"eBaybies" are selected from abandoned, up-for-auction darlings. Their net value at any given moment is based not only on their physical condition and the near extinction of their type, but also on the current state of the market and the economic conditions of both the seller and potential buyers.

I scour the Internet's online auction sites for potential "eBaybies"— dolls, often labeled 'antique' whose images are particularly embedded with traces of their history and service to humanity. Each "eBaybie" is transformed from auction photo to fine art print through a labor intense process involving an interchange of aesthetics, narrative play, concept, and technique.

"eBaybies" have been rescued from the harsh realities of electronic commerce: commodity, novelty, ownership, capital, collections, and shipping. These small edition, hand printed, original fine art prints are available for adoption into loving homes. Each eBaybie comes with a Certificate of Rescue.

"eBaybies" transcend the auction block and the price of their heads to levels of adoration only previously imagined. Contrary to Walter Benjamin's theory of 'loss of aura' in the age of mechanical reproduction, "eBaybies" provide a genuine and lasting friendship.

A conceptual print project

Process

Potential "eBaybie" images are downloaded from online auction sites, digitally processed and output to film to make printing plates. The sun is used to burn the image into a photopolymer plate. The artist hand prints each eBaybie using the intaglio printmaking process photogravure. Plate production and printing use eco-friendly techniques and materials.



"eBaybies" are intaglio prints, hand printed by the artist in an edition of five.

Each "eBaybie" print comes with its own personalized Certificate of Rescue.

Print Edition

"eBaybies" are signed & numbered in an edition of five. They were printed at PreNeo Press, Redwood City, California on 10" x 7" Rives BFK.



Adoption catalogue features thirty "eBaybies"

Gallery Exhibition



Gallery installation of framed "eBaybie" prints



"eBaybie" adoption counseling occurs during gallery exhibitions.

Potential "eBaybie" adopters fill out adoption application and are interviewed by an adoption counselor.

Exhibition History

- Wiseman Gallery, Grants Pass, Oregon, 2005
- Humanities Center Gallery, CSU Chico, Chico, California 2005
- Slippage: Wording the Thought Bubble, WORKS San José, San José, California, 2004
- Interfacing Ideas: Fine Art Meets Technology, The Blue Room, San Francisco, California, 2003



Belief *your voice* Manifesto

Belief Manifesto, 2001- ongoing

“Belief Manifesto” is a random compilation of the stated beliefs of our diverse population. This work invites the audience to investigate what is essential to themselves, and to contemplate that which is meaningful to someone else.

There are three versions of the manifesto:

- an interactive website where visitors may add their belief to the database
- an electronic flipbook of previously collected beliefs
- audience participatory installations

In the website version of the manifesto, three beliefs are randomly expressed to create the manifesto. The first pool of beliefs is from video interviews and postcard research collected prior to September 1, 2001.

The second pool was collected from exhibition visitors during “New Media Connections” at The Tech Museum of Innovation in San José, California, September 1 - 3, 2001.

The third group of beliefs have been added via the website after September 4, 2001.

www.preneo.com/manifesto



Project postcards

Conceptual research

“Belief Manifesto” is an art research project which intends to help us understand our fellow human beings. It has an additional benefit of being a celebration of individual voice.

Postal Research

Postal research, which began in early 2001, took the form of self-addressed stamped postcards with the prompt “How do you complete the phrase: I believe . . .” Postcards were randomly distributed by being left in hopefully ‘fertile’ locations . . . coffee houses, art galleries, bookstores, tip jars. They were given to people in passing both locally and during travels, and were sent to friends living in different locales for a wider distribution. Postcard research continues at random intervals and with an interactive postal operation project titled “Another Answer & Post: Questions for Art.”



“Another Answer & Post: Questions for Art,” postcard research

Video Research

Video research initially began during the making of a 1999 exhibition “The Archaeology of Being.” For this exhibition I interviewed people on video. The questions were very basic, “Who are you?”, “Is there a significant event that has changed your life?”, and “How do you complete the phrase: I believe . . .” It is the last question that I found to be most provocative and continued to work with in the making of “Belief Manifesto.”



Video research

Web-based Research

The interactive nature and broad, non-discriminate distribution of the Internet has made the web-based research portion of this project yield the most diverse responses. Anyone with access to the Internet can enter their belief into the project with immediate results.

Audience Participatory Installations

Visitors contribute their beliefs on site via website, video interviews and postcards.



Multimedia installation at The Tech Museum of Innovation, San José. Funded by a grant from Tapestry of San José.

Postal Operation Installation

Gallery participants contribute their beliefs using a postal operation system. Components included postcard questionnaires, hand-made postage stamps and postage cancellation stamp. Sending (writing) and receiving (reading) stations exist on either side of a door’s mail slot.



Postal operation at Olive Hyde Art Gallery, Fremont, California

Exhibition History

- Bound to Inspire, Olive Hyde Gallery, Fremont, California, 2006
- FILE - RIO, Telemar Cultural Center, Rio de Janeiro, Brazil, 2006
- Thailand 3rd New Media Arts Festival, Bangkok, Thailand, 2005
- FILE 2005, SESI Gallery, Sao Paulo, Brazil, 2005
- Lasers in the Jungle: Humans and Technology, University of the Pacific, Stockton, California, 2001
- New Media Connections, The Tech Museum of Innovation, San José, California, 2001

FREE

THE DAILY PLANET

i n t e r a c t i v e

The Daily Planet Interactive, 2003- present

“The Daily Planet Interactive” is a randomly generated parody of information delivery systems and media culture. It is a website taking newspaper form and includes three newspaper formats to choose from: business, metropolitan, and tabloid. Interactive features include: The Global Voice, where visitors are invited to ask and/or answer a question; and Opinions, where visitors are provided a forum to speak their minds on any topic.

Opinion Matters
THE DAILY PLANET

Every Voice
THE DAILY PLANET

Bumper stickers

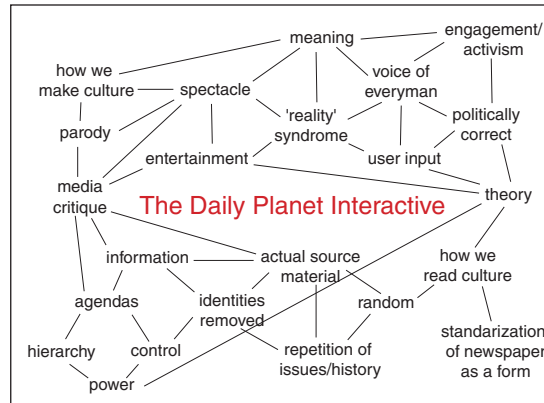
“The Daily Planet Interactive” asks:

- How is information read/filtered/interpreted by the news audience?
- What information is considered newsworthy and to whom is it important?
- How is public language used to communicate information?
- How do headlines work the audience?
- Who controls our information?
- Who/what decides the hierarchy of information?
- What are the hidden agendas of the media?
- Where is the meaning?

www.dailyplanetinteractive.info

A conceptual publishing project

“The Daily Planet Interactive” is a narrative experience which uses state of the art information technologies to critique mainstream media culture. It is an online version of a traditional newspaper format. “The Daily Planet Interactive” encourages audience participation and allows immediate input of live data, giving its readership a true voice.



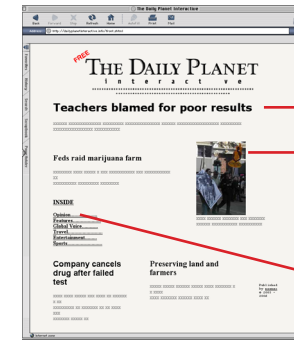
Mind map behind the development of “The Daily Planet Interactive”

Quote from Interview

... I am interested in the transience of celebrity and spectacle, and the repetition (through time) of 'newsworthy' events. Many of the headlines could be from a hundred years ago, it's just that the specifics are different. I am curious about what this says in regards to the human condition . . .

– Digital Visions interview of Nanette Wyld by Elizabeth Joe, 2003
www.ontherundesign.com/Artists/Nanette_Wyld.html

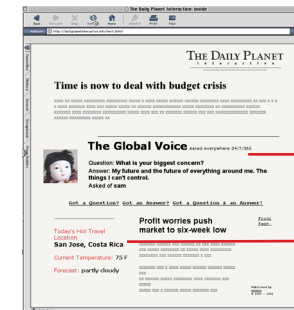
Screen shots from “The Daily Planet Interactive”



Metropolitan Format Front Page
Headlines are culled from local bay area newspapers.

Photos from the publisher's personal photo archive intend to indicate the frequent disjunction between image and text in traditional news formats. The photos are not meant to be 'artist quality', but rather a bit ambiguous.

Opinion page invites open discourse from Daily Planet readers.



Page Two
Daily Planet readers are invited to participate by asking and/or answering questions. Input data is randomly displayed.

Weather randomly generated for capital cities from all countries currently recognized on planet earth.

Exhibition History

• Digital Visions, University of British Columbia, Canada, 2003

Launch: Projects by PreNeo Press

PreNeo Press, Redwood City, California

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