

Press release



## *EMS (edition message Samplers)*

Kate Pemberton

14<sup>th</sup> – 28<sup>th</sup> October 2004

Location, worldwide

Mobile phone cross-stitching by West-Midlands artist at an international festival.

Kate Pemberton's practice addresses the cultural effects that technology has on society through examining the influence of machines and digital devices. Her current interest is in the status of craft objects in electronic consumerist culture.

**New Forms Festival 2004** has invited Pemberton to exhibit her *EMS (edition message samplers)* project at this year's event in Vancouver. The project will take the form of pixel designs sent to participants via mobile phone networks. The artworks can be collected, enabling visitors to build up an art collection on their mobile phones; a virtual transportable gallery. Participants will be given the opportunity to create their own unique crafted objects from these designs, as the designs are also available as cross stitch patterns, to print-out and stitch. Users will be encouraged to upload images of their stitched samplers to the *EMS* website.

This work questions the 'high cultural' or elitist methods of producing and collecting artwork. In asking participants to consider transforming disposable designs into tangible craft objects, the work will also question the margin between (digital) technology and (traditional) craft.

You are invited to download images to your phone and create cross-stitches. The project can be accessed worldwide from <http://ems.endfile.com>

Kate Pemberton's main webpage is sited at <http://endfile.com>

