

But it's a Dry Heat

FEATURED ARTIST - MURIAL MAGENTA, TEMPE



Untitled by Muriel Magenta

Muriel Magenta is a native of New York City but currently resides in Tempe and teaches new media concepts at the School of Art at Arizona State University. She is a new genre artist working a variety of media, including video, computer art, web technology, installation, multi-media performance and sculpture. Much of her work explores the interface between electronic media and the virtual experience for the gallery visitor or Internet surfer. Her video works have been

exhibited nationally and internationally in Los Angeles, Washington D.C., Germany, Hong Kong, Beijing, ASU Art Museum, Scottsdale Center for the Arts and more.

Her upbringing in New York had a huge influence on her art. Two of her award-winning video pieces are about the high-rise, fast-paced lifestyle that is the unique New York experience. Her screenings extend from New York's virtual subway in "Token City" to downtown Broadway in "Times Square." Both have been in video screenings in nearly 100 locations worldwide. Magenta is also an active and energetic artist and advocate of the women's movement. She was National president of the Women's Caucus for Art, an active member of the College Art Association's Committee on Women in the Arts and a participant and presenter at the United Nation's World Conferences on Women in Copenhagen, Nairobi and Beijing. In her most recent project, "Shelter Against Violence," she taught expressive skills and computer programs to shelter residents at the YWCA Haven House in Phoenix, and together they produced the documentary "28 Women: A Chance for Independence."

Magenta's "Dry Heat" video installation of an urban street mural called "Hot 'AZ' Hell" is reflective of the metropolitan experience in the Valley – a cross between the urban environment and desert landscape. Much like the artist herself, the work will be a vibrant, colorful, funky and contemporary. It will "express the overriding effect of the Arizona summer sun on urban and desert life." The video will "mimic the hard light of the sun that changes the color, texture and intensity of everything it illuminates," Magenta said.

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