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FOR IMMEDIATE RELEASE:

CULTURE SHOCK Presents *BOOM!* at VOLTA NY

NEW YORK, Feb. 16, 2012 - Culture Shock is pleased to present **BOOM!: Boomboxes, iPads, and Audiovisual Interfaces** in partnership with VOLTA NY 2012 during Armory Arts Week.

BOOM! is a 21st century homage to when the simple street boombox revolutionized cultural experimentation and led to unique new forms of dance and music. Culture Shock's curated group of artists begins in the elevator with Glenn Marshall's series of Generative Animation artworks such as Supernova, Eyegasm and Zio. On the fair floor, Culture Shock couples an installation of vintage Boomboxes from the personal collection of famed photographer, Lyle Owerko, with audio interfaces curated by Dave Hodge (Finger Music) on public interactive iPads and live breakdance performances led by Victor "Kid Glyde" Alicea and Melanie Aguirre. You can touch, you can boogie, you can watch - but you won't stand still!

The innovation is in the mix of disparate yet related technologies, the juxtaposition of the old and the new, an homage to the predecessors of our iPad driven world and a look forward to what is to come. This is a visitor-interactive celebration of technology, creativity, physicality and art.

VOLTA NY, March 8-11, Culture Shock NY **Booth P1**, 7 West 34th St btn 5/6th Ave, 11th floor NY NY 10001. Exhibition hours are Thursday March 8, 2-7pm and 11am - 7pm from Friday March 9 through Sunday March 11. Press Preview is on Thursday March 8, from Noon-2pm. For further information about *BOOM!* and featured artists, please visit www.cultureshockny.com or ny.voltashow.com.

ABOUT CULTURE SHOCK

Culture Shock is a New York City-based media consultancy for creative industries founded by Debra Anderson in 2007. We grow and measure awareness, answer the big questions, make and curate. Our holistic method views clients and markets from a 360° perspective and presents tailored solutions informed by seeing media as an ecosystem. We are recognized for strategic and creative approaches to content creation, art curation, marketing, brand development and positioning in global, digital and local markets. We believe that innovation happens when things that are separate get mixed.

ABOUT VOLTA

VOLTA NY is an invitational solo project fair for contemporary art that was founded in Basel in 2005 by dealers Kavi Gupta(Chicago), Ulrich Voges(Frankfurt)and Friedrich Loock(Berlin).

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View exhibition page [here](#).

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Download our Manifesto [here](#).