



Lev Manovich | Andreas Kratky

# SOFT CINEMA

navigating the database



SOFT CINEMA

navigating the database



What kind of cinema is appropriate for the age of Palm Pilot and Google? Automatic surveillance and self-guided missiles? Consumer profiling and CNP? To investigate answers to this question LEV MANOVICH, one of today's most influential thinkers in the fields of media arts and digital culture, paired with award-winning new media artist and designer ANDREAS KRATKY. They have also invited contributions from leaders in other cultural fields: DJ Spooky, Seanmer, George Lewis, and Johann Johannson (music), Servo (architecture), Schoenertwischen/OICD (information visualization), and Ross Cooper Studios (media design).

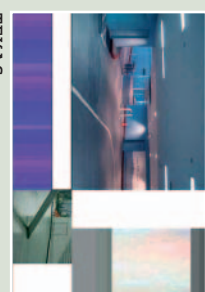
The results of their three-year explorations are the three films presented on this DVD. Although the films reference the familiar genres of cinema, the process by which they were created and the resulting aesthetics fully belong to the software age. They demonstrate the possibilities of software cinema. A 'cinema' in which human subjectivity and the variable choices made by custom software combine to create films that can run infinitely without ever exactly repeating the same image sequences, screen layouts and narratives.

*Mission to Earth* is a science fiction allegory of the immigrant experience. It adopts the variable choices and multi-frame layout of the Soft Cinema system to represent 'variable identity'.

*Absences* is a lyrical black and white narrative that relies on algorithms normally deployed in military and civilian surveillance applications to determine the editing of video and audio.

*Texas* is a 'database narrative', which assembles its visuals, sounds, narratives, and even the identities of its characters from multiple databases.

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TEXAS



MISSION TO EARTH



ABSENCES

**Catalog contents**  
> text by Lev Manovich, Andreas Kratky,  
Jeffrey Shaw, Sheldon Brown

**DVD contents**

- > films:
  - MISSION TO EARTH
  - ABSENCES
  - database visualization
  - documentation of Soft Cinema
  - installations
  - architectural designs for Soft Cinema
  - interview with Lev Manovich

[www.softcinema.net](http://www.softcinema.net)



RM - region code free  
Playable on computers and full DVD players

SoftCinema-DVD-1104 v4  
Cyan Magenta Yellow Black PMS2945 Dieline