

# MUSEUM OF THE MOVING IMAGE

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## MUSEUM EXHIBITION ‘THE NEW GENRES: VIDEO IN THE INTERNET AGE’ EXPLORES HOW THE WEB HAS CHANGED VIDEO

The exhibition presents more than 30 genres unique to the internet including ASMR (Autonomous Sensory Meridian Response), Vlog, Unboxing, and Let’s Play

April 27–September 2, 2018

[PRESS PREVIEW: THURSDAY, APRIL 26: 11:00 A.M. TO 1:00 P.M. RSVP HERE.](#)

Astoria, New York, April 19, 2018—In little more than two decades, the internet has changed nearly every aspect of the way we watch, make, and share moving images. An influx of new voices operating largely outside of the commercial mainstream has rapidly used the possibilities of affordable production and distribution technologies to invent entirely new genres of video as entertainment, instruction, self-expression, and more. Beginning Friday, April 27, 2018, Museum of the Moving Image (MoMI) will present [The New Genres: Video in the Internet Age](#), an exhibition that explores the history and appeal of these new forms of videos. Among the most significant and influential of the more than 30 new genres presented in the exhibition are: **the vlog**, a direct-to-camera diary in dialogue with the audience; **Let’s Play**, a narrated video game playthrough; **Unboxing**, the unwrapping of a consumer product or object; and **ASMR** (Autonomous Sensory Meridian Response), created to produce a tingling sensation on viewer’s skin. The exhibition will be on view through September 2, 2018 and will be accompanied by screenings and live events.

The exhibition is organized by MoMI Curator of Digital Media Jason Eppink and Sarah Ullman, Associate Curator.

Eppink stated: “Internet video is a frontier of experimentation. The volume and impact of online video for creativity, education, identity-making, and social change cannot be overstated. These new genres, which have crystallized over the course of the last two decades, speak to the wide possibility of the niche audience, the internet’s capacity for rapid feedback, and humankind’s vast diversity of taste.”

Sarah Ullman, the exhibition’s associate curator, stated “This exhibition offers a taxonomy of internet video names reflecting a proliferation of new genres. *The New Genres* explores the interaction between creators, video, and the audience; traces the

evolution of nascent forms; and investigates what it means to tell stories in ways they have never been told before.”

Located in the Museum’s Video Screening Amphitheater and Gallery, *The New Genres: Video in the Internet Age* will feature more than 30 genres, each with a dedicated monitor playing a selection of videos from the genre’s canon. These genres include ASMR, Popping, Unboxing and Haul, Explainer, Video Essay, Let’s Play, Machinima, React, Lip Dub, and Vlog.

A selection of short explainer videos produced for the exhibition by *Polygon* in association with the Museum will be projected in the amphitheater, highlighting some of the most significant new genres. Additionally, an exhibition catalog produced in association with *Real Life* magazine and featuring fourteen original essays will be available in May.

A screening series related to *The New Genres* exhibition will kick off on Saturday, May 5, 6:30 p.m. with ***Presenting Princess Shaw*** (2017, Dir. Ido Haar), the rousing documentary about a New Orleans singer-songwriter who finds success on YouTube with help from composer and video artist Kutiman, introduced by curator Jason Eppink. Additional screenings and events will be announced on the Museum’s website. In addition, the Museum will offer a series of tours of the exhibition led by the Museum’s Teen Council.

The presentation of *The New Genres: Video in the Internet Age* is part of the Museum’s commitment to showing innovative moving image works. In 2012, the Museum began presenting exhibitions and installations centered around online participatory culture. These have included *We Tripped El Hadji Diouf: The Story of a Photoshop Thread* (initial presentation: June 15–October 14, 2012), *Under Construction* (December 4, 2012–February 24, 2013), *The Reaction GIF: Moving Image as Gesture* (initial presentation: March 12–May 15, 2014), and *How Cats Took Over the Internet* (August 7 2015–February 21, 2016).

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Please join us for a press preview on Thursday, April 26, from 11:00 a.m. to 1:00 p.m. RSVP to Tomoko or by [registering here](#).

### **MUSEUM INFORMATION**

**Museum of the Moving Image** ([movingimage.us](http://movingimage.us)) advances the understanding, enjoyment, and appreciation of the art, history, technique, and technology of film, television, and digital media. In its stunning facility—acclaimed for both its accessibility and bold design—the

Museum presents exhibitions; screenings of significant works; discussion programs featuring actors, directors, craftspeople, and business leaders; and education programs which serve more than 50,000 students each year. The Museum also houses a significant collection of moving-image artifacts.

Hours: Wednesday-Thursday, 10:30 a.m. to 5:00 p.m. Friday, 10:30 to 8:00 p.m. Saturday-Sunday, 10:30 a.m. to 6:00 p.m.

Museum Admission: \$15 adults (18+); \$11 senior citizens (65+) and students (18+) with ID; \$9 youth (ages 3–17). Children under 3 and Museum members are admitted free. Admission to the galleries is free on Fridays, 4:00 to 8:00 p.m.

Film Screenings: Friday evenings, Saturdays and Sundays, and as scheduled. Unless otherwise noted, ticket are \$15 adults / \$11 Standard members, seniors and students / \$9 youth 3–17 / Free for members at the Film Lover and Kids Premium levels and above. (Tickets for New Releases are discounted for Museum members.) Advance purchase is available online. Ticket purchase may be applied toward same-day admission to the Museum's galleries.

Location: 36-01 35 Avenue (at 37 Street) in Astoria.

Subway: M (weekdays only) or R to Steinway Street. Q (weekdays only) or N to 36 Ave or Broadway.

Program Information: Telephone: 718 777 6888; Website: [movingimage.us](http://movingimage.us)

Membership: <http://movingimage.us/support/membership>

Museum of the Moving Image is housed in a building owned by the City of New York and has received significant support from the following public agencies: New York City Department of Cultural Affairs; New York City Council; New York City Economic Development Corporation; New York State Council on the Arts with the support of Governor Andrew M. Cuomo and the New York State Legislature; Institute of Museum and Library Services; National Endowment for the Humanities; National Endowment for the Arts; and Natural Heritage Trust (administered by the New York State Office of Parks, Recreation and Historic Preservation). For more information, please visit [movingimage.us](http://movingimage.us).