



Pérez Art Museum Miami
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pamm.org



Pérez Art Museum Miami Merges Art and Technology for a Weekend-long Tech Takeover

PAMM Tech Week: September 7-9, 2017

MIAMI – August 24, 2017 – On September 7-9, 2017, Pérez Art Museum Miami (PAMM) will merge art and technology for a weekend-long technology takeover. Bringing together a variety of partners from Miami's local tech scene—including Refresh Miami, Code/Art Miami, and Wyncode Academy—PAMM will facilitate a conversation about using innovative technology in the museum space.

The weekend-long festivities kick off on September 7, 11am-2pm with **Made at PAMM: Navigation Noise**, a free art-making program that will connect the computer generated sounds of artist Haroon Mirza's installation with the "King of Noise," Rat Bastard. The day continues from 6-9pm with **PAMM Free Community Night: Tech Takeover**, a tech-filled evening showcasing the best of Miami's emerging tech start-ups. The fun continues on Friday with a two-day conference, **ART+HACK+DATA; MIAMI MEDIA ART WEEKEND**, that brings together new media creators and tech-enthusiasts to discuss issues in the digital environment. The weekend culminates on Saturday, 1-4pm, with **PAMM Free Second Saturdays: Techpalooza**, a free day of art-making with local artists highlighting different ways to use technology to make art.

"As a 21st century museum—much more than just repository of art work, PAMM seeks to reinforce the idea of the museum as a place for experimentation, a laboratory for ideas," said Director Franklin Sirmans.

"It's been really exciting to see the many ways PAMM has embraced and integrated technology throughout the museum this year" said Maria Derchi Russo, Executive Director of Refresh Miami. "It's the perfect example of how more traditional industries can utilize technology to improve the customer experience. We're thrilled to celebrate these intersections of art and technology as part of September's Tech Takeover, and hopefully inspire others to follow suit."

PAMM's technology takeover complements the multiple PAMM tech initiatives that have been rolled out this year, including an augmented reality pilot program, funded by Knight Foundation; the hiring of a full-time digital journalist, a first of its kind position; and the launch of the PAMM App, which aims to enrich the visitor experience with multimedia content, video, and audio tours.

Visit pamm.org/techweek for full details.

Calendar of Events

Made at PAMM: Navigation Noise Thursday, September 7, 11am-2pm

Get inspired by the artwork of *Haroon Mirza* and navigate sound waves. Visitors can drop-in to create album covers, play electronic instruments, and record with local musician and the "King of Noise," Rat Bastard.





Free and open to the public.

PAMM Happy Hour

Thursday, September 7, 5-7pm

Start your weekend early with our Thursday night waterfront happy hour. Enjoy drink specials on the terrace set to a live DJ set by electronic group, the XYZA Collective, in celebration of PAMM Free Community Night: Tech Takeover.

PAMM Free Community Night: Tech Takeover

Thursday, September 7, 6-9pm

Join us for a tech-filled evening showcasing the best of Miami's emerging tech start-ups. In our auditorium, catch cutting-edge presentations on the different ways technology is transforming our community, emceed by Maria Derchi Russo, Executive Director of Refresh Miami. In the galleries, delve into our interactive tech showcase featuring some of Miami's biggest tech players including Code/Art Miami, Wyncode Academy, Daruma Tech, Branger_Briz, Breeze Creative, Kairos and 01. Also, enjoy a guided augmented reality tour through Museum Park with the Miami-Dade County Department of Cultural Affairs.

Free and open to the public. Space in auditorium is limited. First come, first seated.

ART+HACK+DATA; MIAMI MEDIA ART WEEKEND at PAMM

September 8-9, 10am-1pm

Join us for ART+HACK+DATA; MIAMI MEDIA ART WEEKEND, a weekend-long social artistry event driven by technology. New media creators and tech-enthusiasts will come together to discuss issues in the digital environment and work with participants to find their own means of creative expression. Panels at PAMM will be followed by workshops at Bakehouse Art Complex.

Complimentary admission with RSVP: <http://bit.ly/arhack>. Space in auditorium is limited. First come, first seated.

PAMM Free Second Saturdays: Techpalooza

Saturday, September 9, 1-4pm

Art meets technology at PAMM's Techpalooza! Inspired by the multimedia work of Haroon Mirza, local artists will facilitate hands-on workshops that highlight the ways they use technology to make art. PAMM's Teen Art Council (PTAC) will provide a fun and engaging "Ask A Teen" interactive station, where teens will provide answers to visitors most pressing tech and social media related questions.

Free and open to the public.

About Pérez Art Museum Miami

Pérez Art Museum Miami (PAMM) promotes artistic expression and the exchange of ideas, advancing public knowledge and appreciation of art, architecture and design, and reflecting the diverse community of its pivotal geographic location at the crossroads of the Americas. A nearly 35-year-old South Florida institution formerly known as Miami Art Museum (MAM), Pérez Art Museum Miami opened a new building, designed by world-renowned architects Herzog & de Meuron, in Downtown Miami's Museum Park on December 4, 2013. The facility and is a state-of-the-art model for sustainable museum design and progressive programming and features 200,000 square feet of indoor and outdoor program space with flexible galleries; shaded outdoor verandas; a waterfront restaurant and bar; a museum shop; and an education center with a library, media lab and classroom spaces. For more information, please visit www.pamm.org, find us on Facebook ([facebook.com/perezartmuseummiami](https://www.facebook.com/perezartmuseummiami)), or follow us on Twitter/Instagram (@pamm).

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