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## **Pérez Art Museum Miami Launches PAMMTV, Museum's First On-Demand Streaming Service for Video Art**

***Generously Supported by the John S. and James L. Knight  
Foundation, PAMM's Latest Digital Initiative Provides Free Access to  
World-Class Films and Video Artworks***



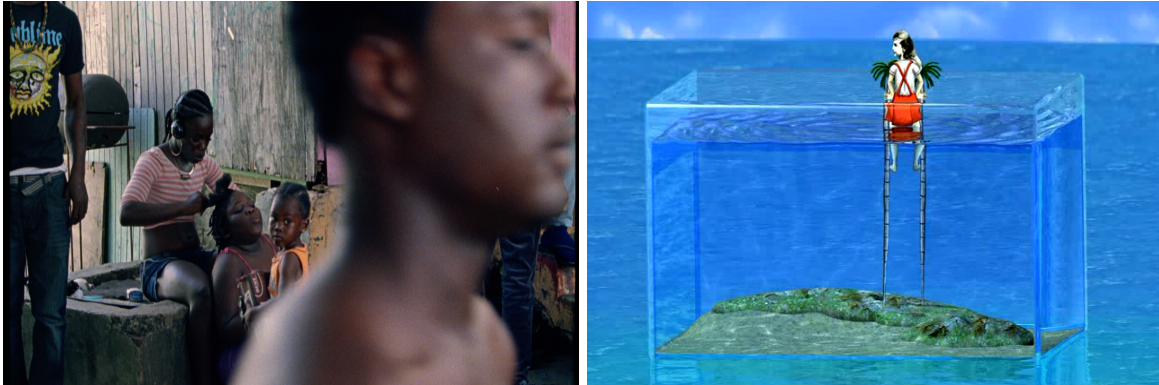
(Miami, FL — August 31, 2023) — **Pérez Art Museum Miami (PAMM)** is pleased to announce the launch of **PAMMTV**—a first-of-its-kind streaming service that delivers video art from our museum to the walls of your home. PAMMTV offers a free array of cutting-edge, international video art from the museum's collection, alongside selections from film festivals, guest curators, and regional filmmakers. With a focus on boundary-pushing artists across South Florida, Latin America, the Caribbean, and African Diaspora, PAMMTV showcases the dynamic media ecosystem throughout the Global South. All videos on PAMMTV are free to access and only require an account to login; the streaming service is available on web browsers, mobile phones, and tablets, as well as Apple TV.

"Digital Engagement at PAMM means scaling the mission of the museum beyond the walls of the building. One way we are doing this is extending the museum's galleries into virtual spaces," said **PAMM Director of Digital Engagement Jay Mollica**. "With PAMMTV, we are granting unprecedented access to selections from our world class video art collection by fusing the familiar user experience of Netflix with the intimacy of a museum gallery."

Viewers around the world will be able to access PAMMTV through their web browsers or mobile browsers, and Apple TV. The inaugural selections focus on video art from the museum's permanent collection—including pieces by artists Wangechi Mutu, Youssef Nabil—as well as works from the region of South Florida, and films curated by Third Horizon showcasing cinema from the Caribbean and its Diaspora.

"In recent years, there have been substantial shifts in how people engage with art, underscoring the notion that art should be readily available and accessible beyond the confines of a museum's physical

space,” said **PAMM Director Franklin Sirmans**. “With the generous support from the Knight Foundation, we are able to extend the reach of PAMM’s ambitious programs to a global audience while growing the infrastructure for media arts across the Global South, expanding on the at-times forgotten original promise of more connectivity in a global world via the internet.”



**Left:** Shabier Kirchner. *Dadli*, 2018. Digital color video, transferred from 16mm film with sound, 14 min., 24 sec. © Shabier Kirchner. Courtesy of the artist. **Right:** Sandra Ramos. *Acuario*, 2013. Animated film, with sound, 4 min., 23 sec. Collection Pérez Art Museum Miami, museum purchase with funds provided by Jorge M. Pérez. © Sandra Ramos. Courtesy the artist.

In addition to artwork from the museum’s permanent collection, PAMMTV features works by South Florida artists including Keisha Rae Witherspoon, Faren Humes, Monica Sorelle, Cristine Brache, and Kevin Contento. The South Florida works selected for PAMMTV seek to illustrate the multifaceted character of the region. Selected works from Third Horizon span documentary and fiction shorts celebrating formally radical and politically-focused cinema from the Caribbean and its Diaspora. Spanning Cuba, Antigua, the Dominican Republic, and beyond, featured artists include Miryam Charles, Dalissa Montes de Oca, Everlane Moraes, Amir Aether Valen, and Shabier Kirchner.

The launch of PAMMTV comes on the heels of various digital initiatives including a renovation of the museum’s website and virtual reality gallery, generously supported by the John S. and James L. Knight Foundation’s Digital Engagement Initiatives Grant. Launched in May 2022, all website content—including the entirety of the museum’s collection—is available in both English and Spanish, alongside visual descriptions to improve accessibility for visually impaired users. PAMM’s *New Realities* gallery, launched last year during Miami Art Week, showcases rotating commissions in augmented reality, accessible wherever the PAMM logo exists. With interaction at the core, this virtual reality gallery catalyzes participation in art rather than merely viewing it.

Anyone can access PAMMTV streaming service on web browsers, mobile phones, and tablets, by visiting <https://pamm.tv> or searching for it on Apple TV.

To commemorate the launch of PAMMTV the museum will host an event on September 14, 2023 from 6–10pm which will feature a special film screening of works from PAMM’s new service displayed on Ballyhoo Media’s 60-foot floating screen.

## LINKS

PAMMTV: <https://www.pamm.tv>

Apple TV: <https://apps.apple.com/app/pammtv/id6463186701>

More info: <https://www.pamm.org/en/pammtv/>

Launch event: <https://www.pamm.org/en/event/pamm-tv-launch-event>

## **PAMMTV LAUNCH PROGRAM**

All videos on PAMMTV are free to access and only require an account, with films in each capsule available on a rotating basis for 4–9 months.

### **Cache: Curated videos from PAMM's permanent collection**

- Wangechi Mutu, "Amazing Grace"
- Los Carpinteros, "Conga Irreversible"
- Sandra Ramos, "Acuarium"
- Luis Gispert, "Block Watching"
- Youssef Nabil, "I Saved My Belly Dancer"

### **Intertidal: Moving Images from South Florida**

- Keisha Rae Witherspoon, "1968<2018>2068"
- Monica Sorelle, "Reeds/Wozo: Movement Study I"
- Cristine Brache, "CARMEN"
- Faren Humes, "Liberty"
- Kevin Contento, "From Fish to Moon"

### **Third Horizon Presents: A Celebration Cinema from the Caribbean and its Ever-expanding Diaspora**

- Miryam Charles, "Song for the New World"
- Amir Aether Valen, "The Whisper of the Leaves"
- Everlane Moraes, "Pattaki"
- Dalissa Montes de Oca, "Pacaman"
- Shabier Kirchner, "Dadli"

## **PAMMTV Launch Event**

**September 14**

**5–10pm**

Join us on the waterfront terrace for the launch of Pérez Art Museum Miami's (PAMM) new video-on-demand gallery—PAMM TV. Enjoy video works from PAMM's permanent collection, selections by Third Horizon Film Festival, and films by South Florida filmmakers on Ballyhoo Media's 60-foot floating screen. Prior to the video works, audiences can enjoy tours in the galleries, live music on the terrace, tables by community organizations, and happy hour drinks and specials at Verde.

### **Full Schedule**

5–7pm | Live music and happy hour at Verde

7–8pm | PAMMTV screening

8–10pm | Afterparty and live music

This event is free with RSVP.

Ongoing support for PAMM TV and PAMM's other digital efforts is generously provided by the **John S. and James L. Knight Foundation**.

## **ABOUT KNIGHT FOUNDATION**

We are social investors who support a more effective democracy by funding free expression and journalism, arts and culture in community, research in areas of media and democracy, and in the success of American cities and towns where the Knight brothers once published newspapers.

#### **ABOUT PAMM**

Pérez Art Museum Miami (PAMM), led by Director Franklin Sirmans, 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. The nearly 40-year-old South Florida institution, formerly known as Miami Art Museum (MAM), opened a new building, designed by world-renowned architects Herzog & de Meuron, on December 4, 2013 in Downtown Miami's Maurice A. Ferré Park. The facility 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.

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Accredited by the American Alliance of Museums, Pérez Art Museum Miami (PAMM) is sponsored in part by the State of Florida, Department of State, Division of Arts and Culture and the Florida Council on Arts and Culture. Support is provided by the Miami-Dade County Department of Cultural Affairs and the Cultural Affairs Council, the Miami-Dade County Mayor and Board of County Commissioners. Additional support is provided by the City of Miami and the Miami OMNI Community Redevelopment Agency (OMNI CRA). Pérez Art Museum Miami is an accessible facility. All contents ©Pérez Art Museum Miami. All rights reserved.



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