

*The Mellon Workshop on Affect, Technics, and Ethics*

presents a talk and demonstration by

**Adriene Jenik**

University of California, San Diego  
Associate Professor of Telecommunications Media Art  
Department of Visual Art

**Digital Media as a "Distributed Social  
Cinema": Between the History and the  
Future of Media in Transition**

Adriene Jenik's SPECFLIC 2.0, a live, site-specific multimedia event presented in August 2006 at San Jose's King Library, drew 600 people to explore the intersection of digital media, books, and reading. SPECFLIC 2.0 allowed audiences to "talk to characters, walk around to watch from different angles, even help shape the story" (San Diego Union-Tribune); audience members could link camera phones and laptops to the network, to further explore and shape the performance. In her talk, Jenik will discuss SPECFLIC, digital media art, and contemporary knowledge production, while reminding us of the sensual and intellectual pleasures of reading, viewing, and interacting with historical media.

Thursday March 15, 2007  
HMNSS 1500  
3:30 – 5:00 PM