

Book Launch Party + Video Screening for INPUT #3 – The Pink Iguana

August 4th 2011, 8:00-10:00p

The Big Screen Plaza @ the Eventi Hotel
855 6th Avenue Plaza between 29th and 30th Streets

[Preview - http://vimeo.com/26775603](http://vimeo.com/26775603)

Executive Editor - Renée Vara

Guest Artistic and Music Director - John Breiner

Video Design - Taras Hrabowsky

Participating Artists – John Breiner, Rich Browd, Garrison Buxton, Andreis Mikael Costa, Dagmara Genda, Max Greis, Taras Hrabowsky, Pooneh Maghazehe, Sakura Maku, Kiji McCafferty, Soner Ön, Dominick Rapone



The Pink Iguana

Technology is rapidly changing the material form of the book and its ecosystem. Visual information is now consumed through divergent e-species and i-species: handheld phones, portable devices, iPads, eReaders, tweets, and blogs. The form of the book is near extinction as it is subjected to extreme Darwinian conditions. Furthermore, the “art” and “artist” book is under particular duress as it is distributed via a threatened environment – the art and architecture book store.

The Pink Iguana, a species previously thought to exist only in Galapagos Island folklore, was recently discovered by Gabriele Gentile and a team of biologists; and it serves as a metaphor for the art book. INPUT#3 asks a community of 12 emerging artists to contemplate the Pink Iguana as they consider the art book as an evolving and adapting medium of artistic engagement.

INPUT is a nonprofit venture that supports artistic and cultural dialogue in the field of commercialized art books and luxury art magazines. Each iteration of INPUT is Art Directed by a guest artist to address specific cultural conditions and is produced in limited editions. INPUT has been featured at the New York Armory Art Fair, the New York Art Book Fair, and Printed Matter.

For more information or to purchase, go to www.inputjournal.org or email marketing@varaart.com. Input #3 is published in a limited edition of 100 and is available for \$30.

Special Thanks to Gabriele Gentile, University of Rome, Adriana Farietta, The Big Screen and Eventi Hotel.