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Restaurant with familiar name and orange letters gets one step closer to opening in late August
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Erick Cruz made a wish, and it was granted by Major League Baseball
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Claremont Little League wins championship in heavy hitting, run scoring thriller
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Instant replay

Director of Pitzer Galleries Ciara Ennis, left, speaks with Cheukwa Jones, top, Anna Mendoza and Ana Iwataki on Thursday following the screening of a film by artist Shu Lea Cheang at Pitzer College. The exhibit called PerpiTube: Repurposing Social Media Spaces, begins with a film sourced from the YouTube website followed by a brief discussion where audience members' reactions are filmed to be posted on YouTube as well. Story and photos on page 18.

COURIER photo/Steven Felschundneff



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Gallery intern James Shickich films audience reactions to a film by Shu Lea Cheang on Thursday during the PerpiTube exhibit at Pitzer College. After watching the film audience members provide feedback on camera which is then posted on the YouTube website.

Exhibit encourages purpose through social media

Pitzer College hopes its latest exhibit will help to inspire dialogue and also bring more purpose to social media networks such as YouTube.

Co-curated by Los Angeles based artist Pato Hebert and Pitzer Media Studies Professor Alexandra Juhasz, PerpiTube: Repurposing Social Media Spaces is an exhibit that is being held inside Pitzer College's Broad Center each Tuesday through Friday until September 6th. Yet with the YouTube component, the exhibit extends beyond the 4 walls of the physical space to the limitless online forum.

Professor Juhasz said the idea for the exhibit came as the result of a "Learning From YouTube" course she has taught at Pitzer where she and her students were critical of the social medium.

"When we started to think about all the forgettable and funny videos on YouTube, we asked what else might it be good for," Ms. Juhasz recalled. "So it came to the point that instead of being critical, that we could treat and stretch the videos to do more important things. There's good stuff there on YouTube but it is hard to find."

The word "PerpiTube" is a combination of the words "perpetuity" and "YouTube." A unique aspect of the current exhibit is the ability for it to continue past the gallery dates because the dialogue isn't limited to the gallery area. The exhibit offers a different experience for visitors each day.

"This is an attempt to find innovative ways to use social networking and the new technologies we



Gallery intern James Shickich films fellow intern Ana Iwataki during the PerpiTube exhibit at Pitzer College on Thursday morning. After watching a short film, audience members are given the opportunity to provide feedback on camera.

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have available in a purposeful way," said Pitzer Art Galleries Director Ciara Ennis. "We have a very unusual structure because we have a different presentation at 10 a.m. every day that is then followed by a discussion with the audience. Each of the presentations are then put on YouTube as well as the responses and the workshops that are part of exhibit."

PerpiTube will have 29 artists, activists and academics hosting live interactive presentations at 10 a.m. each Tuesday through Friday morning for the next 2 months. This week's presenters included video artist Natalie Bookchin, human rights activist Sam Gregory, net-based innovator Shu Lea Cheang and photographer Dennis Keeley.

Ms. Ennis hopes all the data collected will become a growing archive of expressions that will continue even beyond the final date of the exhibit.

"We're hoping that the content generated on YouTube will spawn other people to make videos so that this will go on and on and on forever," she said. "This exhibit has a life way beyond the gallery."

Pitzer senior Chris Sibley visited the exhibit on Wednesday and Thursday. Mr. Gregory's Wednesday presentation featured a montage of videos on human rights while Ms. Cheang's Thursday video focused on the difficulties of an elderly mother-adult son relationship.

"I've been coming because I'm a senior media studies student and I'm particularly interested in online media and its effects," Mr. Sibley said. "I find it really empowering and I want to take what I've learned here and turn it into something of my own."

According to Scripps College senior Rosie Kaller and Pitzer senior James Shickich, sometimes the environment in which people interact with social media can make a significant difference.



COURIER photo/Steven Felschundneff
A small audience watch a film by artist Shu Lea Cheang on Thursday during the PerpiTube: Repurposing Social Media Spaces exhibit at Pitzer College. The interactive exhibit, which runs through September 2, begins at 10 a.m. Tuesday through Friday at Nichols Gallery.

"I think it's really interesting that this exhibit is highlighting videos from YouTube and really illustrating that in a more professional elite setting," Ms. Kaller said. "Normally, you would view these videos in a different setting."

Mr. Shickich believes the environment could change the effectiveness of a YouTube video.

"What fascinates me is the idea of physical space affecting how we view [YouTube]. In other spaces, we could come across the same video and not pay attention it," he said.

Pitzer College welcomes feedback through its blog at www.perpitube.com and its YouTube page at www.youtube.com/perpitube. The websites will still be available after the physical exhibit closes on September 6th.

"Hopefully the people of Claremont will make the effort to come and visit one day," Ms. Juhasz said. "I know there are people who can't make it to Claremont and the good thing is that the Internet has expanded access for people all over the world. I really hope that more people will join the dialogue."
—Landus Rigsby



Director of Pitzer Galleries Ciara Ennis gives her reaction to the film by Shu Lea Cheang on Thursday during the PerpiTube: Repurposing Social Media Spaces exhibit at Pitzer College.

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