

# PACE/MACGILL GALLERY

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*Fashion Beyond Fashion blog by Nunzia Garoffolo*

## “SOCIAL MEDIA” AT THE NEW YORK PACE/MAC GILL GALLERY FEATURING DAVID BYRNE



The New York Pace/Mac Gill Gallery and the School of Visual Art's MFA Photography, Video and Related Media Department presents "Social Media", exhibition that will be opened on **15<sup>th</sup> September 2011, following until 15<sup>th</sup> October 2011**, exploring the world of social media, considering the impact of those new technologies on human expression, interaction and perception, showcasing the works by **Christopher Baker, Aram Bartholl, Jonathan Harris, Robert Heineken, Miranda July, Penelope Umbrico and David Byrne**. The bright eclectic artist – ex front-man of Talking Heads –, author and musician here will present an unusual work he created, closely connected to the technology developed by **Apple**, a series of fake applications for the Iphone or Ipod Touch, presenting images of application not existent, including a short description, a little image and the price for each application along with the scores given by the community of users and ironically commenting a contemporary trend, the increase of applications in our culture. A not to be missed happening to explore art and contemporary suggestions.

**"SOCIAL MEDIA" ALLA PACE/MAC GILL GALLERY DI NEW YORK CON  
DAVID BYRNE**