

FOR IMMEDIATE RELEASE MONDAY, AUGUST 19, 2013

núna  
P R E S E N T S



A NEW PERFORMANCE BY FREYA BJÖRG OLAFSON  
LIGHTING DESIGN BY HUGH CONACHER

SEPTEMBER 5<sup>TH</sup> – 7<sup>TH</sup> | 8PM  
ASPER CENTRE FOR THEATRE AND FILM  
400 COLONY, WINNIPEG, MANITOBA, CANADA

TICKETS 20\$ ADULTS | 15\$ STUDENTS & SENIORS & ARTISTS  
CASH ONLY AT THE BOX OFFICE ON SHOW NIGHTS  
Available for purchase online at <http://freyaolafson.com>

With the support of núna (now), Intermedia artist Freya Björg Olafson presents the world premiere of HYPHER\_. This new work exploits the dimensionality of the performers body in relationship to the immersive screen, moving seamlessly between 3D and 2D representations of corporeality. HYPHER\_ inherently becomes a site for expanded choreography where bodies and disembodied technology mix. The performers physique is dissected and transformed, disappearing and merging with the stage and screen. Animated by a series of transformations, layered and colorful, the body becomes a dreamscape. HYPHER\_ deploys an intriguing combination of Lo and Hi technology to create stunning illusions and features lighting design by Hugh Conacher.

Olafson states 'Our era of ceaseless copying and remixing is an omen for our cultural crisis of authenticity'. In her work we see that we have arrived at the age of doubt and are no longer sure about anything, including the authenticity of our own experience. Consequently 'I doubt therefore I am' has become the inescapable narrative of our time. As a result the distinction between the real and the fake has become increasingly obliterated. Freya's work has evolved from a focus on the mantra 'I post therefore I am' in AVATAR, to her concern in HYPHER\_ with perpetual cultural uncertainty & questioning 'I doubt, therefore I am' - 'Dubito, ergo sum'.

Olafson's most recent award winning work AVATAR achieved international success, touring across seven provinces, four states, three cities in Ecuador, as well as various showings across six countries in Europe. Her work has been recognized for its innovation, interdisciplinarity, evocative imagery, dark humour and was called "Incontournable (Not to be missed)" by Le Devoir in Montréal - Don't miss it, book your tickets!

[CLICK HERE TO VIEW THE VIDEO TRAILER](#)

**Media Call** - Thursday September 5<sup>th</sup>, 11am - 1pm - *ASPER CENTRE FOR THEATRE AND FILM*

FOR FURTHER INFORMATION OR INTERVIEW REQUESTS CONTACT:

Heidi Phillips - núna (now) [info@nunanow.com](mailto:info@nunanow.com)

Or

Freya Olafson [curious@freyaolafson.com](mailto:curious@freyaolafson.com)

**The HYPHER\_ series received production and residency supports from:**

EMPAC – Experimental Media and Performing Art Center (Troy, New York)  
Studio 303 – Danse & Arts Indisciplinés (Montréal, Quebec)  
Latitude 53 – Center for Visual Culture (Edmonton, Alberta)

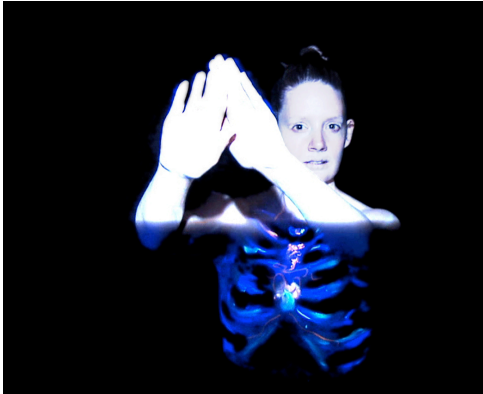
**Research residencies at:**

Medea Electronic 'Koumaria Residency' (Athens, Greece)  
Atlantic Center for the Arts (New Smyrna Beach, Florida)  
Plug In ICA 'Summer Institute (Winnipeg, Manitoba)

**The development of this series was generously funded by:**

The Canada Council for The Arts  
Manitoba Arts Council  
The Winnipeg Arts Council  
& Video Pool Media Arts Center

## FREYA BJÖRG OLAFSON *Winnipeg, Manitoba*



*"...Olafson is a pioneer in our country's dance community"*

Philip Szporer  
The Dance Current

Freya Björg Olafson is an intermedia artist who works with video, audio, painting and performance. Her creations have been presented and exhibited internationally at venues such as SECCA ~ SouthEastern Center for Contemporary Art (North Carolina), OchoYmedio / Alas de la Danza (Quito, Guayaquil and Manta in Ecuador), The National Arts Center (Ottawa), High Performance Rodeo (Calgary), Tangente – Laboratoire des Movements Contemporains (Montreal), Sequences Real Time Media Arts Festival (Iceland) and Medea Electronic / Onassis Cultural Center (Athens, Greece). Freya's work has toured extensively. Her solo performance AVATAR received the 'Buddies In Bad Times Vanguard Award' at the Summerworks Theatre Festival in Toronto and toured across 7 provinces in Canada, 4 states in the USA, three cities in Ecuador, Reykjavík, Iceland as well as various excerpts were shown across Europe. Five years after the premiere, AVATAR is still on the road, heading to Diskurs Festival in Giessen, Germany October 9 – 13, 2013. Freya's video work has screened in festivals across the globe with upcoming dates in Belgium and Brazil. To develop her projects Freya engages in residencies most recently through EMPAC - Experimental Media & Performing Arts Center (Troy, New York), Atlantic Center for the Arts (Florida), Medea Electronique (Greece), Plug In ICA (Summer Institute) and Studio 303 (Montréal).

As performer and creator, Freya blends 6 years classical training in the Professional Program of the Royal Winnipeg Ballet with the contemporary facility achieved through her completion of the Bachelor of Arts Honors degree in dance from Winnipeg's School of Contemporary Dancers in affiliation with the University of Winnipeg. She combines her finesse in movement with the directness of her performance art, video and theory studies from the University of Manitoba School of Art and her subsequent completion of a Master of Fine Arts Degree in New Media from the Transart Institute / Donau Universitat in Krems, Austria. As an independent performer Freya has worked with Winnipeg's Contemporary Dancers, Trip Dance Company, Adhere & Deny Theatre Company, Gearshifting Performance Works, as well as choreographers Stephanie Ballard, D-Anne Kuby, Jennifer Essex, and Natasha Torres-Garner.

Outside of creating her own work and performing in the work of others Freya is actively involved in the community in curating. She is a member of the curatorial committee for the núna (now) festival since 2007. Freya is active on the board of Video Pool Media Arts Center and a member of ISPA – International Society for Performing Arts through the Canada Council Legacy Program. Freya is a research collaborator with the newly established *Canadian Consortium for Performance and Politics in the Americas* led by Peter Kulchyski (University of Manitoba). In Fall 2013 Freya looks forward to being an Associate Artist in residence at Atlantic Center for the Arts in a mentored residency with Charles Atlas, well known for his longstanding collaborations with the legendary American choreographer Merce Cunningham. As well she will be researching the work of Lazlo Moholy-Nagy at the Bauhaus Archiv in Berlin in order to create a new work for the exhibition 'Sensing the Future: Moholy-Nagy, Media & The Arts', curated by Dr. Oliver I.A. Botar which will premiere at the Plug In ICA in Winnipeg in March 2014. [www.freyaolafson.com](http://www.freyaolafson.com)

*"Olafson is one of Winnipeg's most boldly interdisciplinary artists"*

Alison Mayes, Winnipeg Free Press

**HUGH CONACHER** *Winnipeg, Manitoba*



Hugh has collaborated with choreographers, dance companies and theatres across Canada and around the world for over 30 years. His work in Canada has been seen with the Royal Winnipeg Ballet, the Royal Manitoba Theatre Centre, Theatre Calgary, National Arts Centre, Gearshifting Performance Works and the Griffin Trio. Hugh has expanded his process beyond traditional lighting design to include various forms of interactive media and photography, as seen in Hybrid Human at the Winnipeg Art Gallery, Jolene Bailie's Sensory Life, Infinite World, Freya Olafson's Avatar and Theatre Project's North Main Gothic, for which he designed the set, media and lighting. His photographic work resides in private collections and has been published throughout North America and beyond. [www.hughconacher.com](http://www.hughconacher.com)

The 7th Annual **núna** <sup>(now)</sup>  
Iceland / Canada  
Art Convergence

May through September 2013



núna (now) is a series of Icelandic / Canadian music, film, dance, visual art, book and theatre events curated and produced by a group of local artists with ties to Iceland. 2013 sees the seventh year of this Great Artistic Convergence, in which we cross-pollinate the cultural magic of Iceland with that of Canada and enchant audiences across Manitoba with the results. We've changed our format this year, just for fun, presenting a series of marvelous events through the months of May through till September. This way your pleasure in the delights of the Icelandic-Canadian connection will be enhanced and extended the whole summer through! Hyper\_ is the closing event in this years programming!

Our 2013 bag of tricks included a jumpin' Icelando-DJ dance party that'll kept your legs pistoning helplessly for a week afterward; a panel discussion featuring Professor Laurie K. Bertram that reached in and scratched a part of your brain you didn't even know was itching; a program of dance, music and sundry other treats to celebrate Iceland's Independence Day on June 17; a miniature film series presented in conjunction with the Gimli Film Festival; a folk-rock musical program that shook your very fundament, presented in collaboration with Isleingadagurinn; and now the exciting World premiere of a new performance by Freya Björg Olafson entitled HYPER\_, about which you yourself may feel free to get as hyper as you please. [www.nunanow.com](http://www.nunanow.com)