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SDNA produces distinctive digital artwork and unusual presentation media to create immersive environments. Our objective is to explore techniques of visual interaction with public spaces. By using innovative technologies and creating artwork *in situ* we aim to expand the development of digital art by integrating it into site-specific installations and live performances.

Since 2003 we have developed and presented digital art and theatrical productions for museums, fashion labels, city councils, musicians and many more. Our work varies from audiovisual installation and performance to interactive, architectural, large scale digital projections.

Previous projects have taken place internationally from Russia to Tahiti. In London venues have included the V & A Museum, the ICA and the Whitechapel Gallery.

Previous Works include:

Architectural digitally animated artworks

- "Echo" - Interactive projections onto the Trellick Tower, London.
- "TINAG 08" (This is not a gateway) Festival – Urban intervention.
"Up the Wall", Chester, UK. Architecturally tailored video projections around Abbey Square.
- "In Situ 07" ,Farinera del Clot , Barcelona, Spain. Site specific installation in a converted flour factory.
- "A Different City" , Prague, Czech Republic. Projections onto the tallest tower next to the famous Charles Bridge.
- "Lighten Up", Victoria & Albert Museum, London. Audio video installation consisting in a series of holographic projections onto site specific spheres.
- "Urban Clearances", Belfast, Ireland. Site-responsive project held in Belfast at the Titanic's shipyard.
- "Lighten Up" , Wysing Arts Centre, Cambridge, UK.
- "Black History month 2006". Multiple video projections onto some of East London's most recognizable landmarks including the Hackney Town Hall.
- "NowHere" , The Old Truman Brewery, London.
- "Love and Light". Fourteen intimate video projections sited within the stained glass and onto towers of St. Margaret Church, Barking, London.
- "The High Job". Animated road signs projected onto tower blocks. Spotlight 2005, Euston, London
- "Painful Creatures". Digitally animated tarot cards using pre-filmed contortionists for Mischief Labas performance. Grange Park, Kilburn, London.

Festivals and participatory events

- "Edge 08" The Fringe within the thriving London International Jazz Festival.
- "Signal 2008", Electronic Arts Festival. Casa Angioni, Cagliari, Italy.
- "LPM 2008" Live Performers Meeting, Ex Mattatoio di Testaccio, Rome, Italy.
- "Digital 01" , La Nau, Valencia University Exhibition Centre, Valencia, Spain.
- "Festival of Visual Theatre", Labin, Croatia.
- "Vidi-Festival 06", La Sala Naranja, Valencia, Spain. International Festival of Video Art.
- "Portsmouth Screen 05" Film and New Media Festival, Portsmouth, UK.
- "Meltin'Pot Yellow Party". Line up included Iggy Pop and the Stooges. Melpignano, Italy.
- "Cyberonica", the ICA (Institute of Contemporary Arts), London.
- "Dada International Festival", Zurich, Switzerland.
- "Festival of Light", Royal London Hospital, Whitechapel, London.

- "Streatham Festival" 2004/2005, London.
- "Helden Der Arbeit" International Festival, Berlin.

Exhibitions

- "Postindustrial Baroque", the Globe Gallery, Newcastle, UK. Video Exhibition.
- "The Coldstore", Kreuzberg, Berlin. Site specific installation in a disused coldstorage.
- "The Wormhole Saloon". Audio video installation at the Whitechapel Gallery, London..
- "Interconnections 2004". Video art-works, Kronstadt, Russia.
- "The Derelict Sensation" St. Pancras Chambers, London. Site specific video works.
- "Designer's Block", Design Week, Brick Lane, London.

Multidisciplinary Projects

- "Cinetaxis" Shunt Vaults, London. A unique personal insight into the world of insects. This production was supported by the National Lottery through Arts Council England.
- "Supermarket DJ" Battersea Arts Centre, London, UK. Experimental one man show performed by Colin Charmichael questioning perception and dreams.
- "Misterioso". Successful combination of live music, theatre and visual art, based on Italian novelist Stefano Benni's book about the life of Jazz musician Theolonius Monk. Musicians have included Guy Barker, Jean Toussaint, Orphy Robinson and Cleveland Watkins.
- "Mupi". Digital print billboards around Valencia, Murcia & Alicante, Spain. Organised by La Sala Naranja in collaboration with JCDcaux and FORJARTE, Arte Contemporaneo.
- "The Danger of Need", Acorn garden designs interactive audio visual garden (double gold medal winner - Best conceptual Garden and RHS Medal). Hampton Court Palace Flower Show.
- "Brecfest", Brecon, Wales. Choir Jam at the Brecon Cathedral.
- "FAQT", Foundation for art & quilting technology, South Woodham Ferrers, UK.
- "In the Mines". Site specific experimental theatre production exploring the life of revolutionary Giuseppina Mazzini. Commissioned by the Labin International Visual Theatre Festival, Croatia.
- "Flame & Flesh". An audio visual experiment utilising the deep and dark notes produced by a gas organ, London.
- "Control Freaks" Dancez! 05 Dance Festival, Chateau Rouge, Annemasse, France. Multimedia performance.
- "Human Interlude" video projections for jazz concerts, Pizza in the Park, London.
- "New Lives". Multimedia theatre performance presented with Scarlet Theatre for the launch of Artsdepot, London.
- Trash Palace European tour. Band members include John Cale and Asia Argento.
- "The Chair Women". European Touring production of a multimedia international collaboration between UK, Ireland and Poland. Produced by Scarlet Theatre.

Promotional projection campaigns, corporate launches and promotional videos.

- "Piazza Italia", promotional event organised by the Italian Cultural Institute in Edinburgh to celebrate the Italian Language Week 2008.
- Projection campaign for the first show "Fuerzabruta", and the reopening of the Roundhouse. Camden, London.
- "Extravanight", Papeete, Tahiti. A promotional party for NRJ Radio set in a beautiful Polynesian lagoon.
- Guerilla projections marketing campaign spreading over six boroughs of London. Commissioned by Plush as part of the Festival of Youth Art 2007, London.
- "Lyceum Fire & Ice", annual production management for London's largest promotional party following the International Casino Expo in London.
- Audio Visual events design and production management for launch events following the "Casino Affiliates Conference 2007", Amsterdam, Holland.
- Video production and cover design for various music bands such as the Libertines (UK), BJ Cole (UK), Madrugada (Norway), Dempsey and the DC9's (USA).
- VJ mixes throughout European venues. London's venues include the 291 Gallery, 93 Feet East, The Spitz, the Islington Academy, the ICA. And the V&A Museum.

Workshops and Training

- “Emerging Proms” at the Roundhouse, London. Following the excitement of the BBC Electric Proms, one week of creative projects in post production, film and photography alongside three nights of great up and coming musicians.
- SDNA have for the last 4 years provided workshops for BA Contemporary Theatre students at the well known E15 school of acting (University of Essex).
- “Gallery 37 Plus” Digital artists residency and multimedia training the Roundhouse, Camden Town, London.
- “Source” Digital media workshop .Chapter Arts Centre, Cardiff.
- ”Spotlight Commission”. Staged dance video shoot of young dancers with film-makers James Lebon and Rupert Styles culminating in live thirty foot video projection showcase. Diorama Centre Euston, London.
- Camden Arts And Business Consortium Trainee Programme. Filming and editing. Mentoring and training.

Screenings

- VJ Culture @ The ICA, London.
- AVIT Festival, Brighton, UK.
- Sadlers Wells, London.
- Espace Contemporain, Paris.
- Alexandria Museum of Art, Egypt.
- Channel 4
- ITV (part of New Music Television)
- MTV 2

Current projects include

- Mapping Festival, Geneva, Switzerland.
- Theatralia Third Interlude @ Riverside Studios with Even Parker.
- Turnpoint Festival @ the Roundhouse, London.
- Glastenbury Festival.
- The Garden of Remembrance, an audio visual garden for Hampton Court Palace flower show.
- Signal Festival 09, Cagliari, Italy.
- Sunnyside Public Real commission.
SDNA are in consultation with urban redevelopment agency Sunnyside Partnerships to produce a series of permanent outdoor projected artworks in Sunderlands historic centre.
- Cinetaxis.
an ongoing research through practice into integrating and expressing digital artwork through multidisciplinary platforms.

Supporters / Funders

Arts Council of England, Arts Council Wales, Arts For All, Canadian Embassy, Centre of Contemporary Art St. Petersburg, British Council, CAB+C, Air Tahiti LB Camden, Urban AV and lots of private sponsors.