

NEWS RELEASE
September 12, 2023

GENERATOR
USF CONTEMPORARY ART MUSEUM

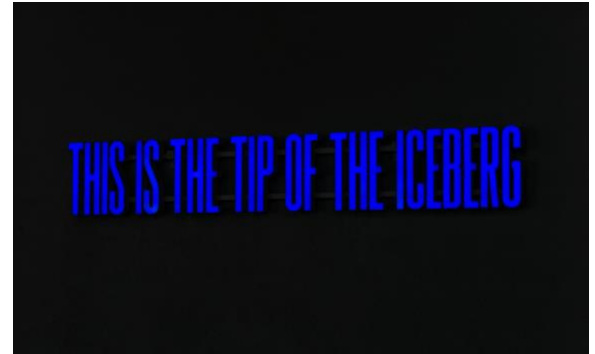
**UNIVERSITY of
SOUTH FLORIDA**
College of The Arts
Institute for Research in Art
Contemporary Art Museum

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**GENERATOR: USF Contemporary Art Museum
Announces Inaugural Exhibition**

SUPERFLEX: This Is The Tip Of The Iceberg
On View October 6 – November 22



This is The Tip Of The Iceberg, 2019. Courtesy of OMR. Photo credit: SUPERFLEX

(TAMPA, FL – September 12, 2023) **GENERATOR: USF Contemporary Art Museum**, part of the Institute for Research in Art in the USF College of The Arts, is excited to announce its inaugural exhibition ***SUPERFLEX: This Is The Tip Of The Iceberg***. Internationally renowned Danish artist collective SUPERFLEX blurs the lines of art, design, science, and activism using humor, play, and imagination to offer creative perspectives for challenging global social problems.

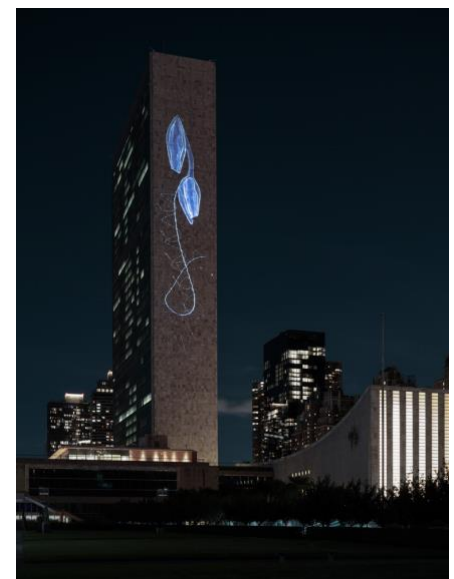
An opening reception will be held on **Friday, October 6** at the Harbor Hall Gallery on the USF St. Petersburg campus. The event will kick-off at 6pm with an artist's talk with SUPERFLEX founder Bjørn Christiansen in the Harbor Hall auditorium adjacent to the gallery space.

SUPERFLEX: This Is The Tip Of The Iceberg explores a world where human life depends on coexistence with other species. Emerging from SUPERFLEX's in-depth research into the deep sea, biodiversity, and the climate, the installation immerses viewers in two parallel and interconnected realms—a terrestrial space unsettled by rising water and a submerged space in the ocean's depths—to signify the impacts and consequences of climate change, especially relevant to Florida and its coastal communities, and prompting the imagination of a future in which all lifeforms coexist as ecological equals.

The exhibition features the viewer responsive animation *Vertical Migration* (2021), first exhibited in a 500-foot-high projection on the United Nations Secretariat Building in New York City during the 76th United Nations General Assembly. Highlighting the role of biodiversity as critical to the health of our oceans, the installation invites an intimate encounter with a siphonophore (a relative of the jellyfish) whose complex organisms function collectively. Through this viewer experience, *Vertical Migration* provokes an interspecies perspective and an understanding of our common fate and future in a changing climate.

SUPERFLEX: This Is The Tip Of The Iceberg is curated by Sarah Howard, USFCAM Curator of Social Practice, and organized by USFCAM. GENERATOR: USFCAM and its programs are generously supported by USF College of The Arts; USF St. Petersburg; the Florida Department of State, Florida Arts & Culture; the Lee & Victor Leavengood Endowment; the Stanton Storer Embrace the Arts Foundation; and the St. Petersburg Downtown Partnership. Additional support was provided by Danish textile company Kvadrat.

**Hours: M-F noon-6pm and Sat noon-4pm. Closed Sun + USF Holidays (Nov. 10).
Admission is free.**



Vertical Migration is commissioned by ART 2030 and TBA21–Academy, and supported by Avatar Alliance Foundation, Dalio Philanthropies, OceanX, Woods Hole Oceanographic Institute (WHOI), New Carlsberg Foundation, The Obel Family Foundation, Beckett Fonden, and Danish Arts Foundation.

Vertical Migration was developed in close collaboration with Kollision. *Vertical Migration* is part of 'Interspecies Assembly' by SUPERFLEX for ART 2030.

Photos: Lance Gerber.

RELATED EVENTS

Friday, October 6, 6pm – 9pm

Harbor Hall Auditorium + Gallery, USF St. Petersburg

1000 3rd St S, St. Petersburg, FL 33701 - South end of building

***SUPERFLEX: This Is The Tip Of The Iceberg* Artist Talk + Opening Reception**

SUPERFLEX Founder Bjørn Christiansen will provide an artist talk at 6pm, followed by an opening reception until 9pm.

Wednesday, October 11, 6pm

Harbor Hall Auditorium, USF St. Petersburg

Lecture by Dr. Joseph Dituri

USF Associate Professor Dr. Joseph Dituri, a.k.a. Dr. Deep Sea, who recently set a new world record by living underwater for 100 days, will speak about his unique research and experience submerged in a pressurized environment.



Dr. Joseph Dituri, a.k.a. Dr. Deep Sea

For questions email caminfo@usf.edu or call (813) 974-4133. Events are free and open to the public.

Parking: GENERATOR visitor parking is available in lot 9 ([USFSP Parking Map](#)), south of Harbor Hall. Accessible parking is available in both lot 9 (south lot) and lot 10 (north lot). Wheelchair accessible entrance is on the north side. USF parking permits or payment by ParkMobile smartphone app are required. On street parking is also available on adjacent streets.

ABOUT SUPERFLEX

SUPERFLEX was founded in 1993 by Jakob Fenger, Bjørnstjerne Christiansen, and Rasmus Rosengren Nielsen. Conceived of as an expanded collective, SUPERFLEX engages a wide variety of collaborators to blur the lines of art, design, science, and activism. Using humor, play, and imagination, SUPERFLEX projects have taken the form of energy systems, beverages, sculptures, hypnosis sessions, infrastructure, paintings, plant nurseries, contracts, and public spaces to offer creative perspectives for challenging global social problems. Represented in prominent public and private collections in Europe, North America, and Australia, SUPERFLEX has been recognized for their award-winning public urban space *Superkilen* (2011) and interdisciplinary collaborations, including a 500-foot video projection on the façade of the United Nations headquarters during the 2021 General Assembly. SUPERFLEX live and work in Copenhagen, Denmark.

ABOUT GENERATOR

An expansion of the University of South Florida College of The Arts' Contemporary Art Museum, GENERATOR is an incubator of new ideas and a place for expanded artistic experimentation. Primarily focused on the moving image and time-based contemporary art, GENERATOR offers a new cultural dimension to St. Petersburg's prominence as an arts destination while offering free public access to an inclusive space for creative exploration, research, and dialogue. Visit cam.usf.edu/generator or follow CAM's social channels: [Facebook](#), [Instagram](#), [YouTube](#), and [Twitter](#).

ABOUT THE USF COLLEGE OF THE ARTS

As the creative center of the University of South Florida, the College of The Arts provides an enriched, creative, and professional environment for tomorrow's leaders in architecture, art, art history, music, theatre, dance, and design. The college embraces opportunities to embed new and existing arts programming in the rapidly growing regional communities and serves as an integral engine for socioeconomic progress through its research, advocacy, and engagement.



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