



A LARGE-SCALE, PUBLIC COLLABORATIVE WORK BY JENNIFER KINCAID

Interactorial is an interactive, audience participation collaboration between the originating visual artist, Jennifer Kincaid, the viewing public and the artwork. The dynamic, real-time process of **Interactorial** demands that public participants step out of the safety of viewing and into the risky realm of creation. **Interactorial** names the viewer as collaborator, complete with the means to interpret their work, title it, and to literally become a part of it. With almost 3 million possible visual configurations, each final piece is unique—it's all in the roll of the dice.

The visual center of **Interactorial** is a set of six 4-foot by 4-foot painted panels. The panels were painted as separate pieces, but its design of interlocking parts creates a cohesive whole, even when each panel is randomly rotated or rearranged. The **Interactorial** process, guided by Jennifer Kincaid, melds dice, the painted panels, discussion, arrangement and documentation to facilitate the

authorship of the participant's own 96 square-foot piece. Kincaid walks the public collaborator through the steps, which begin when they roll the dice. With each roll, panels are placed and arranged as directed by the dice. As the finished piece emerges, Kincaid and the public collaborator have a conversation about what is unfolding. Eventually the public collaborator fully describes "their piece", names it, and is physically installed into the work long enough to become part of the photo installation that is also emerging with every performance of **Interactorial**. With each successive performance, the photo installation grows, creating a dynamic, self-referencing exhibition which remains on display when the work is not being performed live.



Interactorial is based on the mathematical equation $6!4^6$ (six factorial times four to the sixth), which refers to how many unique arrangements can be generated from the panels. With just these six panels the total number of individual combinations or, in mathematical terms, "permutations", is close to three million. While the

work featuring the original six panels will be performed the entire 2,949,120 times and retired, the **Interactorial** concept will live on through an online social network community at www.interactorial.com where people create their own interactorials online and invite others to perform them electronically.

Jennifer Kincaid's work focuses on exploration and discovery. Whether rendering an internal landscape through abstract paintings, capturing a found moment in photography, or facilitating an interaction with the environment in audience-generated content interactive installations, Jennifer Kincaid's work is about moving through life with the urge to create. In all her compositions, she seeks to illuminate the personal experience. Jennifer Kincaid has shown and sold her work nationally and internationally. She received her art training in New York, San Francisco, and Northern California.

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