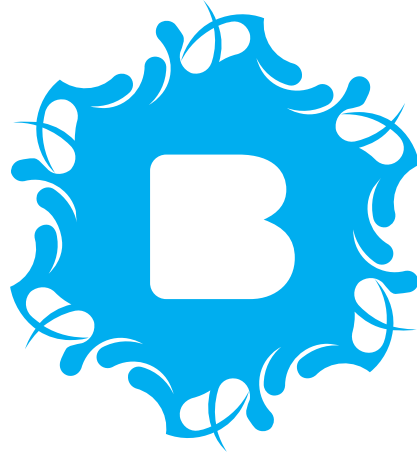


Press Release



June 2008

***Click!*—A Photography Exhibition Curated by 3,344 Members of the Public—Opens at Brooklyn Museum on June 27**

Click! A Crowd-Curated Exhibition, featuring photographs curated by 3,344 members of the public during an innovative online jury process, will be on view at Brooklyn Museum starting June 27 through August 10, 2008. *Click!* began in March with an open call inviting artists to submit a work of photography in response to the exhibition's theme, "Changing Faces of Brooklyn." Three hundred eighty-nine photographers responded by electronically submitting one image, accompanied by a 100-word artist statement, via the Brooklyn Museum Web site. At the conclusion of the open call, the general public was asked to evaluate the submissions during a six-week period using the Web site.

The inspiration for the exhibition comes from the critically acclaimed book *The Wisdom of Crowds*, in which *New Yorker* business and financial columnist James Surowiecki asserts that a diverse crowd is often wiser at making decisions than expert individuals. *Click!* explores Surowiecki's central idea in the context of visual art.

In accordance with Surowiecki's theories, the evaluation tool was designed to promote objectivity and minimize peer influence: each of the 389 photographs was displayed without artist attribution and at random for each evaluator, and artists were unable to forward links of individual submissions to friends and family. A diverse crowd of international evaluators—not only from Brooklyn, but across the U.S. and beyond—submitted more than 400,000 individual responses to the photographs and left more than 3,000 comments during the process. *Click!* will culminate in an exhibition at the Brooklyn Museum, where the photographs will be installed according to their relative ranking by the crowd of curators.

Brooklyn Museum clicks with the crowd at FIGMENT 2008, a celebration of participatory art creative culture held on Governors Island. A panel discussion about the process and outcome of *Click!* will be held on Saturday, June 28, at 11 a.m. Panelists include James Surowiecki, *New Yorker* financial columnist and author of *The Wisdom of Crowds*; Jeff Howe, contributing editor of *Wired magazine*, who coined the term "crowdsourcing"; Eugenie Tsai, Brooklyn Museum's John and Barbara Vogelstein Curator of Contemporary Art; and Shelley Bernstein, Brooklyn Museum's Manager of Information Systems and the organizer of *Click!* The panel will be moderated by Nicole Caruth, Brooklyn Museum's Manager of Interpretive Materials and a freelance writer and curator based in Brooklyn.

Brooklyn Museum

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Click! A Crowd-Curated Exhibition is organized by Shelley Bernstein, Manager of Information Systems, Brooklyn Museum.

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GENERAL INFORMATION

Admission:

Contribution \$8; students with valid I.D. and older adults \$4. Free to Members and children under 12 accompanied by an adult. Group tours or visits must be arranged in advance by calling extension 234.

Directions:

Subway: Seventh Avenue express (2 or 3) to Eastern Parkway/Brooklyn Museum stop; Lexington Avenue express (4 or 5) to Nevins Street, cross platform and transfer to the 2 or 3. Bus: B71, B41, B69, B48.

On-site parking available.

Museum Hours:

Wednesday through Friday, 10 a.m. to 5 p.m.; First Saturday of each month, 11 a.m. to 11 p.m.; all other Saturdays, 11 a.m. to 6 p.m.; Sunday, 11 a.m. to 6 p.m. Closed Thanksgiving, Christmas, and New Year's Day.