

# Dale Phurrough

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10997 Berlin  
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## Education

1999-2004 Multiple workshops and training on human/computer interaction  
1992 B.S. Computer and Information Science; Georgia Institute of Technology, USA

## Professional Experience

2006-now Director/producer of live shows, online music publications; Social Living Productions  
2005-now Owner/landlord of buildings in Seattle, USA; Social Living Spaces  
1992-2005 Team manager, project lead, and developer of Microsoft's interactive online services; Microsoft Corporation; Redmond, USA

## Exhibits and Performances

2011 *From A to B and That Between*, interactive video, sensors, *Tracing Mobility* group show, Haus Der Kulturen Der Welt, Berlin, Germany  
2011 *Birds in the Tree*, interactive video, sensors, electronics, and wood collaboration with Tank Thunderbird, solo exhibit, Naherholung Sternchen, Berlin, Germany  
2011 Co-producer; *KITA* group show, Panke Gallery Space, Berlin, Germany  
2011 *Tart Yellow Kisses*, interactive video, sensors; *Yolk* group show, Panke Gallery Space, Berlin, Germany  
2010 Technical Director, *The Forbidden City*, Winkel & Balktick; New York City, USA <http://wandbnyc.com>  
2009-2010 Technical Director, Jackie Factory; New York City, USA <http://www.jackie60.com/factory/>  
2010: *Click+Drag 3.2*; *Low Life: Beat Girl*; *Night of a Thousand Stevies*  
2009, *Click+Drag 3.1*; *Low Life: Viper Mad*; *Night of a Thousand Stevies*  
2007 Mar Producer and Director, *4 Seasons*; Seattle, USA  
2006 Nov Producer and Director, *Revenge of Tokyo 2025*; Seattle, USA  
2006 Aug Producer and Director, *Tokyo 2025*; Seattle, USA

## Grants

2010 Materials for the Arts; New York City, USA <http://www.mfta.org/>  
2006 ArtPatch; Seattle, USA <http://artpatch.org/>

## Publications

2006 Inventor, *Troubleshooting to Diagnose Computer Problems*, US Patent 7,464,004  
<http://patft.uspto.gov/netahtml/PTO/srchnum.htm>  
1997 Contributing author, *Behind the Scenes at MSN 2.0*  
<http://www.microsoft.com/msj/0497/msn20/msn20.aspx>

## Skills

- Start-to-finish production of live shows: producer, capital funding and budgeting, PR and advertising coordination, director, facilities coordination, stage management and artist liaison.
- Hearing a need then delivering creative solutions when and where they are needed.
- Team management: recruiting, hiring, training, mentoring, morale, career development, performance evaluation, capacity building, cross-team communication.
- Computer software needs analysis, user-interface and technical design, specifications, development, project management, test management, deployment, and support. Specialties include internet-based massive-scale online services with human-to-computer and computer-to-computer interfaces in a wide range of fields (interactive entertainment, dynamic publications and references, advertising, transaction services, and customer support).
- Studio and street photography.

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## Mission Statement

My mission is to strengthen the relationships between one another through art; to create opportunities for artists to express the art that is in them; to bring creativity to corners of our urban areas that thirst for that connection to the art.

## Artist Statement

The art I create focuses on social capital. Social capital is that web of interconnectedness that binds us together as a society; a term the author Robert Putnam used in his book *Bowling Alone*. My mission is to strengthen the relationships between one another through art; to create opportunities for artists to express the art that is in them; to bring creativity to corners of our urban areas that thirst for that connection to the art.

Since 2006, I have created and collaborated on art which aligns with this mission. In Seattle, Washington, USA, I created original productions like *Tokyo 2025*, *Revenge of Tokyo 2025*, and *4 Seasons* with all the creative components of an original production. I collaborate with other artists and performers to create and participate in my shows; modern dance choreographers have created original dance pieces, music composers and performers for the soundtrack, lighting designers, video producers, costumers, and more. The introductions and collaborations I created between the artists continued to generate new collaborations long after I left Seattle.

In late 2007, I moved to New York City, USA where I collaborated with two production companies as Technical Director for seven shows. These shows like *Night of a Thousand Stevies* include dozens of performers each with their own talents including singers, bands, harpists, dancers, aerialists, and poets. Two shows in which I was Technical Director, *Low Life* in 2009 and 2010, are part of the *HOWL! Festival* which is a not-for-profit public festival sponsored by the New York City Department of Cultural Affairs.

In 2010, I moved to Berlin, Germany to explore the German culture, learn the German language, and to be inspired and create new artistic work and collaborations in a city that deeply embraces the nexus of art, music, and technology. In 2011, I presented three original interactive art works in Berlin: *Tart Yellow Kisses*, *Birds in the Tree*, *From A to B and That Between*.

The shows I create tend to include alternative and underground artists. I enjoy collaborations with them and their broad, creative, original thinking. Together, we create a show that inspires both them and the audience. My solo art work is similar in that it brings broad thinking to a topical area for creative exploration or discussion of my own. It tends to include advanced technology presented in a way to be magical and inspire wonder.

One area of art that I am exploring is transformative in nature; creating shows and individual art work that has an element that transforms the audience from a passive observer into an active participant. This active participation further expands my mission to create social capital.

Last updated: 16 Nov 2011