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**Carnegie Art Center, North Tonawanda Plays *The Name Game* by  
Sarah Wichlacz: Open April 23 – May 15**

Continuing their commitment to experiments in traditional, electronic and media arts, the Carnegie Art Center, North Tonawanda ([www.carnegieartcenter.org](http://www.carnegieartcenter.org)), will present *The Name Game* by Sarah Wichlacz. *The Name Game* is made up of sets of image collections gathered from public computer networks. These images have been assigned common names by thousands of different individuals worldwide. The practice of naming often seems innocent when performed in everyday life, but when sets of images such as these are viewed in large groups, as in *The Name Game*, the practices of labelling and sorting are revealed to be both shocking and mundane.

The collections in *The Name Game* have been arranged for display to highlight interesting interactions of image and label. Sets of hundreds of images sharing the same filename are presented for perusal. In addition, smaller sets of images highlight specific locations where the naming process has resulted in amazing juxtapositions of aesthetic, meaning and connotation.

Provocative and engaging, these collections often move viewers to vocal reaction. *The Name Game* is overwhelming in its scope, bringing into the gallery a metaphor of datamining the vast networks of meaning and information we dip into on a daily basis.

***The Name Game* opens Friday, April 23 and will run thru May 15. The opening will be April 23, from 7:00-9:00pm.**

ABOUT SARAH WICHLACZ: Sarah Wiclacz teaches photography and is finishing her MFA from SUNY University at Buffalo. *The Name Game* is her MFA Thesis show. She

has recently shown in *Switch: International Exchange Show* (Geulph, Canada), the CEPA Members' Show 2004, and last year's *Geoscapes* media art exhibition at the Carnegie Art Center, North Tonawanda. She has produced online content for websites including Rhizome.org and iFilm.com.

**ABOUT CARNEGIE ART CENTER, NORTH TONAWANDA:** The Carnegie Art Center, North Tonawanda is located at 240 Goundry Street, North Tonawanda, NY. Gallery hours are Wed-Fri, 11-4, Sat, 1-4. Driving directions and event schedules can be found at [www.carnegieartcenter.org](http://www.carnegieartcenter.org). These events are made possible, in part, by the Tonawandas' Council on the Arts, Members of the Carnegie Art Center, the City of North Tonawanda, and with public funds from the **New York State Council on the Arts**, a state agency.