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ART: Multimedia ***Be Kind Rewind***



**When**

Sat Feb 16 - Sat Mar 22 (Tue-Sat: 12-6pm)

**Where**

Deitch Projects, 18 Wooster St

**Price**

FREE

**Details**

<http://deitch.com/projects/sub.php?projId=231&orient=v>

In his newest film, *Be Kind Rewind*, Michel Gondry tells the story of two childhood friends who work to recreate a video store's entire inventory after a freak accident magnetizes and thus erases every movie. In this exhibit of the same name, the auteur transplants the environment of his film into the gallery space, including a back lot complete with movie sets where patrons are invited to produce re-enactments of their own, to be made available for screening and rental. By opening lines of creativity and communication, Gondry's highly interactive exhibit encourages his audience to work outside of the commercial system along with him.

– Regina Bresler