RE COGNITION:
THE CLAN ANALOGUE
LEGACY COLLECTION

ADAM PIERCE - VIDEO ARTIST

I've always been interested in video and computer graphics since I was a teenager in the 1980s. Before I joined Clan Analogue, I used to do visuals at raves. This involved hiring or borrowing a projector and showing a combination of weird stuff on VHS tapes mixed with video feedback and animations I made on my Amiga.

It is so easy to do video these days with cheap laptops and powerful software. Back in the '90s, equipment was bulky and expensive. Video projectors weighed a ton, VHS was the only affordable recording medium and the graphics produced by personal computers was pathetic.

My equipment list back then was:

- An almost-dead Panasonic G45 VHS recorder (bought 2nd hand for $40). It required regular prompting with a rubber mallet before it would work.
- A Panasonic MX5 digital vision mixer (borrowed from my friend Jasper).
- A Sony 1040 three-gun CRT video projector which I bought for $200 in non-working condition and repaired. The blue gun never really worked properly.
- Loads of plugs and cables which were mostly scavenged or stolen, as was my gaffa tape. I always had tons of the stuff but I don't remember actually buying any.
- An Amiga 2500 which I actually bought new plus a 68030 processor upgrade which I scammed. I overclocked it way up to 28MHz and maxed out the RAM to 5 megabytes. What a power-machine!

When I joined Clan in 1993, I met up with James McParlane who was also into visuals and animation. He's a super-nerd and wrote all his own animation software. Some of it was pretty sophisticated using advanced theories such as genetic algorithms and flocking to produce, well, kind of blobby shapes, now that I think about it - but at the time they were pretty amazing.

The animations I produced on my Amiga were laughably rudimentary by today's standards. They were mostly 2D fractals or primitive 3D shapes. However, I am a computer nerd at heart and so I enjoyed doing what I could with the available technology.

Clan Analogue provided a fantastic venue for meeting other like-minded people such as John Jacobs, Daniel Potts, Cindi Drennan and Emile Rasheed who were all producing video art in the '90s. While everyone had their own style, it was great to work together and that is what the Goethe performance was, a coming together of like-minded artists. It was the most incredible fun.

Adam Pierce