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2012 Mashup Awards Celebrate Student Creativity

Philadelphia--The Penn Libraries extend congratulations to the winners of the 2012 Mashup Contest. Sponsored by the Libraries and Penn's Cinema Studies Program, the Mashup Contest fosters student creativity in multimedia.

Trevor Cassidy C'14 received the First Prize and the People's Choice Award for his mashup "Deject/ Reflect." Creative contributions came from Ellen Levitt C'13, Sara Marino C'14 and Isabel Oliveres C'14. Trevor began with a script and recorded audio from "The Vagina Monologues" where female characters stand in front of a mirror and talk about their bodies. He juxtaposed this audio with images from notable horror films. As Trevor describes, "It is meant as an inter-textual and self-reflexive examination of the gaze and the voyeur and poses questions about spectatorship, gender, and representation."

For Trevor, the creative process of making this mashup for a video-editing class has been rewarding. He explains in his interview that the effect of his mashup is something greater than the sum of its parts. He describes his process as merging opposing genres that result in something entirely new. "It prompts questions and gives space for discussion, which I think is really the most important part," Trevor explains. "... I'm a big fan of interpretation as its own art and I'm happy to give people something to talk about."

The second prize award went to the mashup "The advertising of Axe and Dove products," created for a gender studies class by Tatiana Londono Gentile C'09, Simon Pedisich C'13, Hayley Sacks C'13, and Aislinn Wallace. By contrasting the advertisements of two brands within the same corporation, this mashup highlights contradictory marketing approaches in a provocative way. Fine editing of video, audio and commentary produces a mashup that is laugh-out-loud funny while delivering a sharp criticism of corporate marketing practices.

Anthony Xie C'12 received third prize for "Last February 2nd in Marienbad," in which Groundhog Day is reimagined using the dramatic manipulation of space, time, and memory in Marienbad. Anthony combined a comedic cinematic piece with a dramatic one, resulting in a game-like, provoking mashup. Anthony's approach creates a new game from the comedy, Groundhog Day, in an "intense, dramatic fashion."

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A Special Mention was awarded to Andrew Custage W'12 and Jayson Weingarten C'12 for their mashup "Jenga: The Movie" which was inspired by the Hollywood trend of bringing popular toys and games to the big screen.

Peter Decherney, Associate Professor of Cinema Studies, English and Communication and the Director of the Cinema Studies Program, headed the judging panel and commented, "This is the fifth year we have held the contest, and every year I am more impressed with the submissions. When we started, everyone asked for a definition of a mashup. Now, mashups are a standard element of the university's curriculum, and students enter Penn as both sophisticated mashup viewers and adept mashup artists."

The contest website at <http://wic.library.upenn.edu/wicideas/mashup/mashup2012.html> showcases the winning mashups and an interview with Trevor, as well as a link to all the contest entries. The Penn Libraries' Weigle Information Commons provides facilities, training and curricular support towards nurturing student creativity through mashup video projects, and other forms of multi-media and digital scholarship.

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