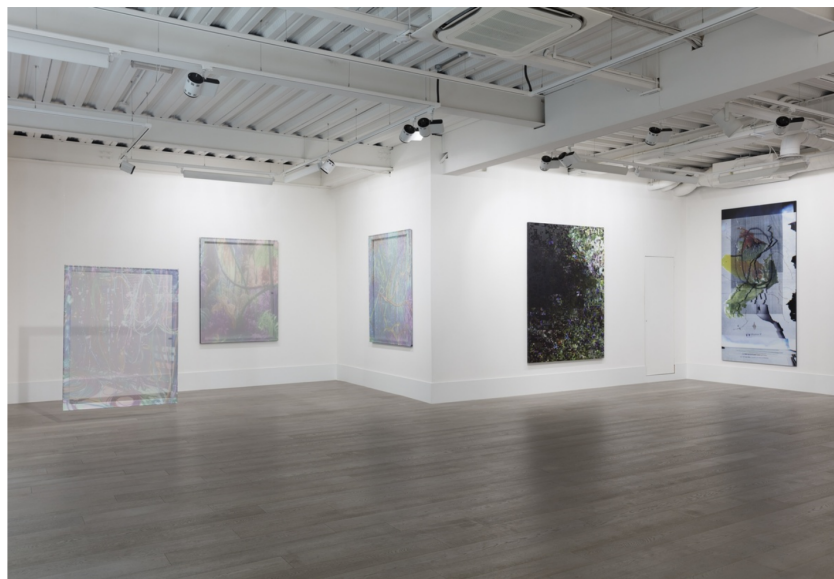


Im/material; Painting in the Digital Age



Exhibition Shot at Sophia Contemporary

Is technology the demise of painting as an artform?

We have all heard similar questions across various fields. What it boils down to 'is the new the demise of the old?'. Painters have listened to this since the invention of the printing press and even more dominantly with photography. Previously this has never made a negative impact on painting, it more added to its prominence as artists conquered and colonized technology. Printing allowed the sharing of ideas and prominence and photography pushed painters to seek to paint the essence of a subject rather than its visual/photographic reality.

With the era digitalization, it might be that painting has finally met an adversary it cannot beat.

Could it end with the futile effort of the pen? Battles lost with the typewriter and the finishing blow thrown by the keyboard. This might also call for a redefining of what painting means, taking it from canvas and paintbrush to a touchpad and a screen.

What comes after contemporary? Digital?

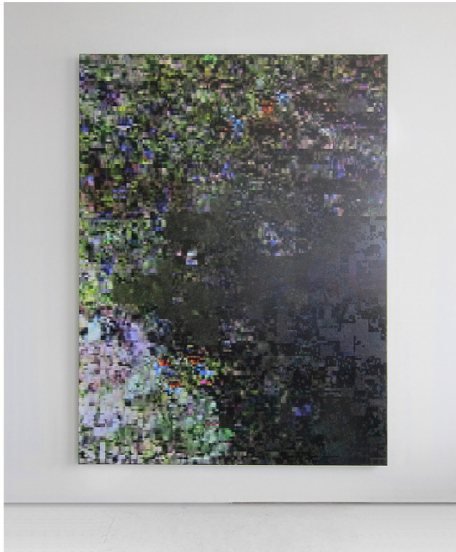
The conversation of the relationship between art and digitalization is one with many arguments and stances. Boris Groys dedicated a whole chapter to the digitalization of art in his book *Art Power*.

The Sophia Contemporary Gallery in Mayfair explores the role of painting in a post-internet age where digital imagery is omnipresent in its exhibition "*Im/material*". It attempts to answer some of the questions raised in 20 artworks. The young artists, from 8 different countries and who all grew up in the internet era, approach the theme using various subjects; advertising, branding & corporate culture, flattening of hierarchies the flattening of hierarchies between perceived high and low art; the blurred boundaries between the handmade and the technological; and the visual manifestation and capturing of speed as images move through digital frameworks.

These are the following artists exhibiting:

Martin Basher, Michael Bell-Smith, Ry David Bradley, Chris Dorland, Matthew Hansel, Anna Ostoya, Josh Reames, and Konrad Wyrebek

For more information, please go to http://sophiacontemporary.com/usr/documents/exhibitions/press_release_url/16/immaterial-painting-in-the-digital-age-final.pdf



(Image credit: Sophia Contemporary © Picture by Aga Sablinska at Pave Communications & Consulting)