

IPHONEART.COM AND THE SANTA MONICA ART STUDIOS PRESENT

THE LAMOBILEARTSFESTIVAL2012

PIONEERING THE MOBILE ARTS

AUGUST 18-25, 2012



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LA MOBILE ARTS FESTIVAL 2012: PIONEERING THE MOBILE ARTS

What began as just a fun diversion, taking photos with your phone and playing with apps, has turned into a thriving art form at the nexus of art and technology.

The LA Mobile Arts Festival 2012 (LA MAF)

is a culmination of the accomplishments of the first years of this new medium.

The festival will take place at the Santa Monica Art Studios, a 22,000 sq. ft. airplane hangar turned cutting-edge arts community, created as a hub for the LA art scene in 2003. A few of the many planned installations include:

- *Light Impressions*, an installation of 40 iPads, rigged to a re-purposed metal roof-top that was found on the beach after Hurricane Opal in the Florida Panhandle. The old/new world electronic installation includes the work of 40 iPhoneographers from 10 countries and 52 cities around the world, and will arrive at LA MAF as part of an international tour including a stop at a recent TEDx event.
- A Tesla or Fiat wrapped in a painting generated with the well-known app, Brushes. The car will be the second in a series by Italian-based painter Matthew Watkins. The first was a Mercedes exhibited at the recent *Expo Arte* held in Bari, Italy.

- A series of *Digital Daguerreotypes* combining the old-world aesthetic of many contemporary mobile artists with cutting-edge print technologies. These images on mirrors will recall the old daguerreotype and collotype origins of traditional photography.

An Olde Curiosity Shoppe of mobile art, film-based and environmental installations, a showcase dedicated to those using mobile technology specifically for drawing and painting rather than photography, an exploration of today's world of mobile apps, and a visual history placing mobile art into the evolution of photography are also part of what LA MAF is currently planning.

The artists on exhibit are all members of the large mobile art community iPhoneArt (IPA), representing artists from around the world with 50% international membership. Some of the featured IPA artists will include:

- The five (and only) mobile artists asked to exhibit their work at this year's annual *Festival Internacional de Fotografia* in Spain. The works were shown on the walls of the Museum of Huelva next to photography giants like Henri Cartier-Bresson, George Brassai, Robert Capa, Edward Steichen and many others.

- Carlein van der Beek, who was recently given a 30-page feature in *iPhone-Fotografie*, a coffee table book exploring the work of five leading mobile artists, published by *National Geographic* in 2012.

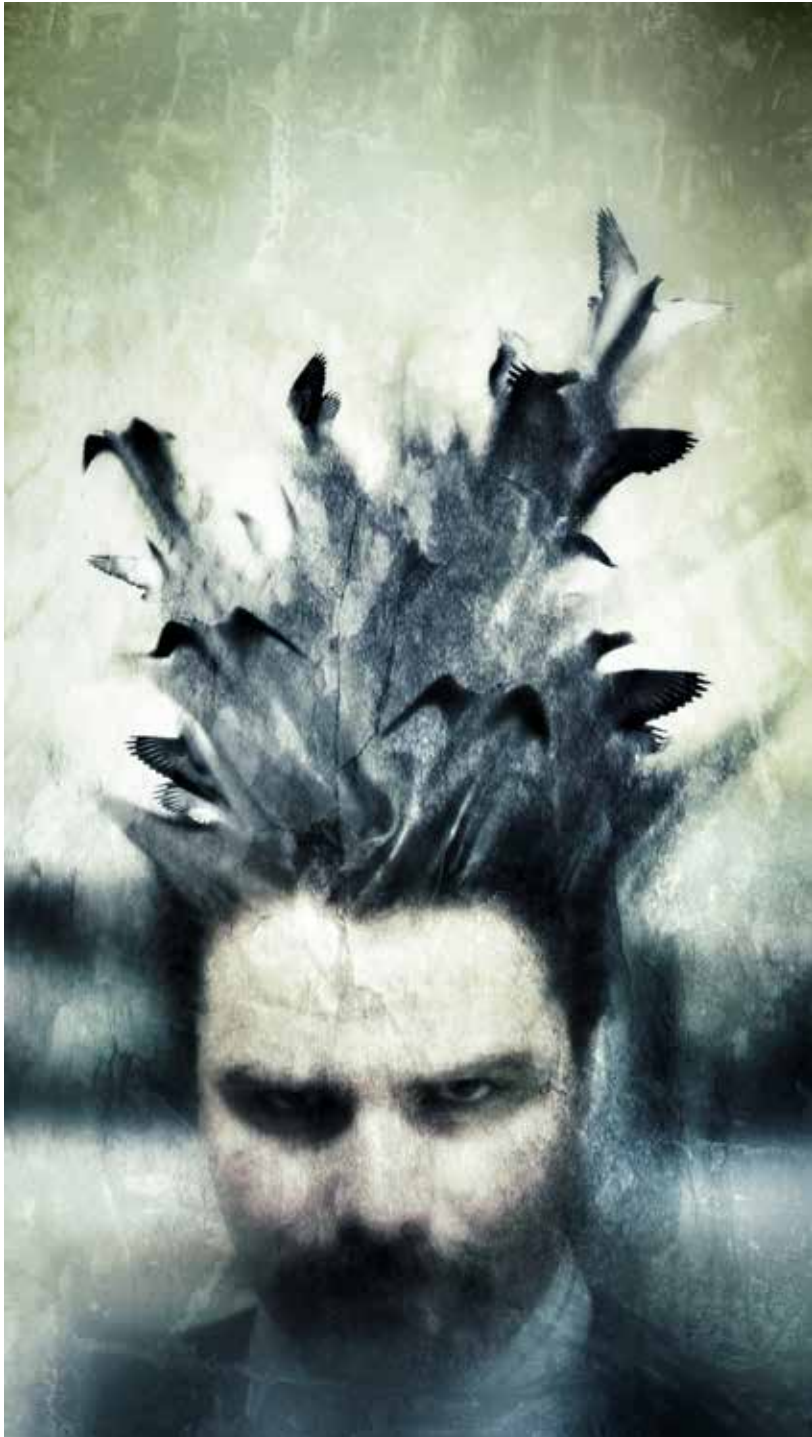
- Helen Breznik, whose self-portraits were showcased with several other IPA artists at this year's San Francisco Fine Art Fair. This is the first time mobile art has been included in the fair, generating record-breaking sales of \$1,300 per iPhone print of Breznik's innovative work.

These are a few of the projects and artists currently being planned for the exhibit, which will be centered around Arena 1, SMAS' primary 2,400 sq. ft. exhibition space. Works will be spread throughout the hangar as well.

The following pages offer some examples of work being generated by IPA artists, and a few thoughts on how this medium fits into the broader spectrum of photography in general.

This is a first of its kind exhibit and we are honored to extend to you an invitation to attend, review, participate in or support the show in any way possible.

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PHOTOGRAPHY TO IPHONEOGRAPHY: THE MODERN DAY CAMERA OBSCURA

Leonardo Da Vinci, Johannes Vermeer and countless other artists used the technology of the *camera obscura* and *camera lucida* to view or project real life images onto paper or canvas as they worked, helping them learn — and create — exceptional works of art. This technology fueled the Renaissance, allowing artists to study light, line, and image on a two-dimensional surface in ways that had never before been possible.

Twentieth century digital art revolutionized our view of painting, drawing, sculpture, and even photography with the introduction of the computer. Filmmaking led the way, bringing to life fantastical creatures, characters and worlds beyond imagination.

The digital arts once took years to master, were time consuming and cost prohibitive to the average person. But the mobile arts have begun to shift this paradigm.

Today — the technology of the iPhone, iPad and other mobile devices brings these old and new ideas together. It allows life itself to appear on our screen anywhere we go, then gives us a set of digital tools to interpret, embellish or create something new from it.

As Paul Strand said, “The artist’s world is limitless. It can be found anywhere, far from where he lives or a few feet away. It is always on his doorstep.”

Never has this been more true than it is today.



CONTACT INFORMATION

about the cofounders of IPA and the LA Mobile Arts Festival

NATHANIEL PARK
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is a veteran visual effects editor with a stream of award-winning films to his credit. Park received his BFA from University of North Carolina School of the Arts in film editing and sound design. Los Angeles-bound, he launched his career in film and TV production, editing main title and visual effects sequences, honing his sense of photography, storytelling and design on projects such as *Mission: Impossible - Ghost Protocol*, *Moneyball*, *The Tree of Life*, *Sherlock Holmes*, *Across the Universe*, *Seven Pounds*, *Superman Returns*, *Spider-Man*, *Iron Man*, and others. Besides film, photography and technology, Park's other passion is basketball. While recovering from a career-ending injury he discovered the wealth of creativity in the mobile art arena, drawing parallels between his visual FX work and the emerging medium. This discovery ultimately lead to cofounding the mobile art community IPA with his partner-in-crime, Daria Polichetti, though he continues to work with young NBA prospects, staying involved in the game.

DARIA POLICHETTI
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is a writer, illustrator and visual effects artist for the LA film industry. Polichetti received her BFA from Rhode Island School of Design, and her MFA from the School of the Museum of Fine Arts, Boston. She was born in Afghanistan, grew up in Africa, India, Thailand and Hawaii, then settled in Los Angeles where she worked as a director of photography and VFX producer for feature films. She has produced visuals for works such as *The Curious Case of Benjamin Button*, *The Tempest*, *Splice*, *Standard Operating Procedure*, *Iron Man*, *Valkyrie*, *Orphan*, *Masterpiece Theater*, *Stand Up 2 Cancer*, *Walk the Line*, *Sherlock Holmes*, and the now-infamous *Broadway musical*, *Spider-Man: Turn off the Dark*, which earned a 2012 Tony Award nomination for best scenic design. In addition to cutting-edge mobile art, Polichetti also has a passion for glass-plate negatives from the early 1900s and comes from a multi-disciplinary background in large-format photography, painting, writing and book-binding. She is currently working on her first illustrated novel for young adults.

**ADDITIONAL
INFORMATION AND
REQUESTS**

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