

Ronald Feldman Fine Arts

For Immediate Release: February 14, 2013

JASON SALAVON

Control

February 23 – March 30, 2013

Ronald Feldman Fine Arts is pleased to present new work by Jason Salavon. Using software of his own design, Salavon transforms masses of public, communally generated data to reveal previously unimagined images. Salavon's newest work is concerned with the tools and toys that allow us to model and quantify information and simultaneously provide a platform for seductive, but dehumanizing, abstractions.

Control, Salavon's new solo exhibition, is divided between the south and north gallery. The south gallery features two large-scale installations, from a series entitled *A Seamlessness Between Things* (2013) incorporating ten real-time video projections of synthesized data. The viewer of the projections, respectfully titled *Index* and *Parametric Activity Center*, is invited to interact with control devices inset into four handcrafted tables. All of the controls, pushbuttons, knobs, and joysticks are functional and manipulate the projected imagery, but not all relationships between them are transparent. Salavon highlights an increasing "game-ification" of contemporary life as evidenced by ubiquitous phenomena like online social networks and smart phones.

In the north gallery, the artist explores digital interconnectedness, how many steps it takes to get from "bridge building" to "Kim Kardashian" on Wikipedia, and the way this hidden network has become an intrinsic part of our everyday environment. He expands his research to include *<Color> Wheel*, (2012) a c-print composed of image data returned by web searches for different color names from the tertiary ROYGBV color wheel; *Good and Evil '12*, (2012) a diptych consisting of pictures gathered through web image searches for the 100 most positive and negative words in the English language; and *Last Stop, Widgetville*, (2012) a photograph of a 1973 Fisher Price Activity Center which was an impetus for the larger real-time installation works.

Portrait (Hals), (2010), a composite image based on Renaissance paintings, is currently on view at The Metropolitan Museum in the exhibition *After Photoshop: Manipulated Photography in the Digital Age* until May 27, 2013.

Solo exhibitions of Salavon's work have been mounted at the National Portrait Gallery in Washington D.C. and the Columbus Museum of Art in Ohio. He will have a solo exhibition at the Taubman Museum of Art in Roanoke, VA opening in June 2013. His work has been included in group exhibitions at the Los Angeles County Museum of Art; The Art Institute of Chicago; the Whitney Museum of American Art; The Museum of Contemporary Art, Los Angeles; Museum für Kunst und Gewerbe Hamburg; the Seoul Museum of Art in Korea; and the Dutch National Foto Institute in Rotterdam. It is in the permanent collections of The Metropolitan Museum, The Art Institute of Chicago, the Los Angeles County Museum of Art, the Museum of Fine Arts in Houston, the Whitney Museum of American Art, and numerous other public institutions.

An opening reception will be held on Saturday, February 23rd from 6-8. Gallery hours are Tuesday through Saturday, 10-6. Monday by appointment. For more information, contact Eleanore Hopper at (212) 226-3232 or eleanore@feldmangallery.com

31 Mercer Street, New York, New York 10013
212 226-3232 fax 212 941-1536 www.feldmangallery.com