

INSIDEART

Quayola, Jardins d'Été

On April 1 at the Milan Opificio, on the occasion of the Milan Design Week, the preview of the video installation *Jardins d'Été* was shown, visible until April 9th. An immersive work by the Italian artist Davide Quayola which consists of a series of high definition digital video paintings inspired by French Impressionism and the latest works by Claude Monet. A sensory journey through soft brushstrokes and intense colors in which the viewer is transported unconsciously. Through the experimental use of technology - computational analysis of movement, composition and color schemes - Quayola creates a series of artist algorithms exploring new ways of visual synthesis. A work carried out thanks to the support of The IQOS Pathfinder Project, a global platform that supports the most innovative artist projects with the help of new technologies, helping to reinforce the sensory perception. All their projects show the common strength of overcoming the boundaries of traditional thinking by changing the most classic ways of thinking and seeing the world. Quayola's research is developed precisely by investigating the unexpected dialogues and collisions, tensions and balances between real and artificial, figurative and abstract, new and old. www.iqosproject.com

