

Nunes, Andrew. "Our Instant Gratification Obsession Gets a Group Show," *The Creators Project*, June 21, 2016.

The Creators Project

Our Instant Gratification Obsession Gets a Group Show

Andrew Nunes — Jun 21 2016



The need to share every waking moment of our lives on the internet in exchange for immediate digital validation is a looming cultural elephant, known by all, discussed by few. This rampant phenomenon serves as the thematic basis for *Temporary Highs*, the latest group show at New York's bitforms gallery, with works by 11 contemporary artists including notable names like Jonas Lund and Petra Cortright.

"I started thinking about *Temporary Highs* when I was working at an auction house. I was interested in how the internet was fueling the performative aspect of the art market, with collectors sharing their recent acquisitions on Instagram, artists creating jpegs of unrealized works, and all of the social interaction in between," the show's curator, Lindsay Howard, tells *The Creators Project*. "I wanted to explore that, as well as this more universal, compulsive need to share and consume online. How are these behaviors affecting us on a social, psychological, and even physical level?"



Ry David Bradley's *WATCH ME* (22-2-2016 12:03:24). Image courtesy of Andrew Nunes.

With a range of mediums including video, painting, sculpture, and photography, the works in the show address our need for immediate gratification in highly disparate ways. One of the works with this most clearly in mind is Ry David Bradley's WATCH ME (22-2-2016 12-03-24). Consisting of an unfixed dye-transfer print screenshot from live-streaming app Periscope, the viewer is encouraged to alter the piece with three brushes available beneath it. This allows the viewer the prosumer gratification of producing and consuming at the same time.



Jonas Lund, New Now 4, 2016, UV print on plexiglass, metal frame and LED strip 49.25 x 39.5 x 6 in / 127 x 103 x 15 cm, Courtesy of the artist and bitforms gallery.

New Now 4 is Jonas Lund's contribution to the show. The UV-print-on-Plexiglas piece is the result of a neural network trained with Lund's past works and aimed at creating an "optimized" piece in line with his artistic tendencies. Although the outputted piece looks very different from Lund's oeuvre, the idea of optimized software eventually being able to successfully imitate an artist's conceptual impulse is a harrowing suggestion.



Petra Cortright, marled_clay_cheese, 2015., Digital Video, Dimensions variable, 2-hour loop., Courtesy of Petra Cortright and bitforms gallery.

Petra Cortright's marled_clay_cheese is a 2-hour looped video consisting of digitized dancers performing in front of a green screen. Sourced from Virtual Girl software, which places virtual dancing girls on your computer desktop, the piece brings into question where our online consumption is sourced from and how the internet is often built on the re-contextualization of unassuming content.

