

ART In The Digital Age

BY Tove Langridge

ART TENDS TO IMITATE LIFE, AND IN THE PAST, THE INDUSTRIAL REVOLUTION PROMPTED A REVOLUTION IN ART. TECHNOLOGICAL AND SCIENTIFIC ADVANCES SPAWNED NEW IDEAS AND TECHNOLOGIES THAT INSPIRED FRESH, INNOVATIVE WORK.

Information still moved relatively slowly back then and, to get their radical art out to the new world, artists like Picasso had to transverse the Atlantic by steamboat on weeklong journeys. Although scandalous at the time, their work slowly became accepted in modern culture and transformed the way we thought about pictures, colour, materials and space.

A new technological revolution is underway. It's digital and it's fast. New digital technologies are changing the way we produce things and with the click of a button we are connected to a seemingly infinite stream of information. Our society is being reshaped, our behaviours are evolving and inevitably, art and the way we think about art is changing. Concepts and formats arising from our digital environment are being fused with traditional forms of art making.

Leading the way are artists like New Yorker Matt Sheridan who translates physical, static painting into wonderful digital paintings in motion. Californian Jenny Sharaf hijacks digital pop culture images, transforms them into painting and then back into digital works. New Yorker Ed Granger uses his background in architecture and his social media notoriety to create digital artworks that are at once structured and formless. Greg MacLaughlin utilises industrial design programs to create gorgeous minimal compositions that can be reshaped and reconfigured in infinite variety.



Metascope II
by Ed Granger

No longer land locked, art is being taken out of the physical gallery and exhibited in a virtual reality. Art itself has become ubiquitous and available on demand through the internet. TWFINEART has responded to the digital revolution by collaborating with cutting edge contemporary artists to create a 21st Century gallery where innovative art by real artists is available on demand. It can be customized and it's affordable and accessible to everyone.

Andy Warhol once said "America started the tradition where the richest consumers buy essentially the same things as the

poorest. The President drinks Coke, Liz Taylor drinks Coke, and just think, you can drink Coke too." We've come a long way since Warhol, but his sentiment is more alive in today's digital culture than ever before. New art is adaptable and accessible and can be in anyone's home regardless of who, what or where you are in the world.

TWFINEART

Shop 4, Centro 2, 31 James Street,
Fortitude Valley

www.twfineart.com

[/twfineart](https://www.facebook.com/twfineart)

[@twfineart](https://www.instagram.com/twfineart)

Read more online: mycitylife.com.au

ART In The Digital Age

BY Tove Langridge

ART TENDS TO IMITATE LIFE, AND IN THE PAST, THE INDUSTRIAL REVOLUTION PROMPTED A REVOLUTION IN ART. TECHNOLOGICAL AND SCIENTIFIC ADVANCES SPAWNED NEW IDEAS AND TECHNOLOGIES THAT INSPIRED FRESH, INNOVATIVE WORK.

Information still moved relatively slowly back then and, to get their radical art out to the new world, artists like Picasso had to transverse the Atlantic by steamboat on weeklong journeys. Although scandalous at the time, their work slowly became accepted in modern culture and transformed the way we thought about pictures, colour, materials and space.

A new technological revolution is underway. It's digital and it's fast. New digital technologies are changing the way we produce things and with the click of a button we are connected to a seemingly infinite stream of information. Our society is being reshaped, our behaviours are evolving and inevitably, art and the way we think about art is changing. Concepts and formats arising from our digital environment are being fused with traditional forms of art making.

Leading the way are artists like New Yorker Matt Sheridan who translates physical, static painting into wonderful digital paintings in motion. Californian Jenny Sharaf hijacks digital pop culture images, transforms them into painting and then back into digital works. New Yorker Ed Granger uses his background in architecture and his social media notoriety to create digital artworks that are at once structured and formless. Greg MacLaughlin utilises industrial design programs to create gorgeous minimal compositions that can be reshaped and reconfigured in infinite variety.



No longer land locked, art is being taken out of the physical gallery and exhibited in a virtual reality. Art itself has become ubiquitous and available on demand through the internet. TWFINEART has responded to the digital revolution by collaborating with cutting edge contemporary artists to create a 21st Century gallery where innovative art by real artists is available on demand. It can be customized and it's affordable and accessible to everyone.

Andy Warhol once said "America started the tradition where the richest consumers buy essentially the same things as the

Between Two Worlds

T

he digital revolution is underway. It's digital and it's fast. New digital technologies are changing the way we produce things and with the click of a button we are connected to a seemingly infinite stream of information. Our society is being reshaped, our behaviours are evolving and inevitably, art and the way we think about art is changing. Concepts and formats arising from our digital environment are being fused with traditional forms of art making.

Leading the way are artists like New Yorker Matt Sheridan who translates physical, static painting into wonderful digital paintings in motion. Californian Jenny Sharaf hijacks digital pop culture images, transforms them into painting and then back into digital works. New Yorker Ed Granger uses his background in architecture and his social media notoriety to create digital artworks that are at once structured and formless. Greg MacLaughlin utilises industrial design programs to create gorgeous minimal compositions that can be reshaped and reconfigured in infinite variety.

Andy Warhol once said "America started the tradition where the richest consumers buy essentially the same things as the

poorest. The President drinks Coke, Liz Taylor drinks Coke, and just think, you can drink Coke too." We've come a long way since Warhol, but his sentiment is more alive in today's digital culture than ever before. New art is adaptable and accessible and can be in anyone's home regardless of who, what or where you are in the world.

Read more online: mycitylife.com.au



ANDY WARHOL
BORN: 1928, PITTSBURGH, PENNSYLVANIA
DIED: 1987, NEW YORK, NEW YORK
ARTIST, DESIGNER, FILMMAKER, PUBLISHER, AND CULTURAL FIGURE

Warhol was a leading figure in the pop art movement. He is best known for his silkscreen prints, which often depicted celebrities and everyday objects. He also founded the Factory, a studio where he and his team created various artworks and films.

Warhol's work challenged the traditional boundaries of art and mass production. He explored themes of identity, fame, and the relationship between art and commerce. His influence on contemporary art and popular culture is immense.

Read more online: mycitylife.com.au