

Tobias Madison at Pyramidd.biz

Hotel Palenque is happy to present the first commissioned artwork of the project realised by Swiss artist Tobias Madison. This event also marks the launch of the new project space of Jonny Winter and Jonny Aldous.

Tobias Madison's (born 1985, lives and works in Zurich and Basel) newly commissioned artwork consists of a halftone A0 Xerox print, where the artist pays homage to one of the first 'all computer' generated comic books *Batman: Digital Justice* (1990).

Published by DC Comics, the graphic novel was a best-seller and became a landmark in comic design history. It is illustrated by Pepe Moreno, a pioneer in graphic digital technologies, punk activist and musician.

Madison's image contains two types of poster made for an upcoming show taking place at *new jersey* (the artist's project space in Basel) over July. Taken from the comic book, two illustrations create a grid set in the *new jersey* poster layout.

One image is the cover of *Batman: Digital Justice* from which the original imagery has been removed, the other appropriates an illustration of Batman on a *Time Magazine* cover taken directly from the original copyrighted magazine layout.

For this work, Madison proposes a new play on avant-garde expression. With a twisted appropriation and teasing good taste, the artist plays on representation and gives a perfect conceptual response to the production constraints laid down by *Hotel Palenque*.

www.tobiasmadison.com

"Pepe wanted to turn cold computer technology into a warm 'product' and to make the computer invisible. This a formidable goal; there is a certain point an artist can reach wherein the end result no longer appears to be computer generated; at that point, the project will appear to be self-defeating.

His early experiences with the Commodore Amiga Computer and primitive art programs gave Pepe a head start on the color Macintosh II. In creating the movie-like look of DIGITAL JUSTICE, Pepe conceived and executed his work directly on the monitor with the electronic medium in mind. He used a wide variety of tools to bring the book to life: CAD programs, vector illustrations, 3-D modeling, text effects and such paint program as Image Studio, Studio 8 and Photo Shop.

Pepe arranges these images into panels, and then, using Quark Xpress, the panels are assembled into pages, and finally, balloons, text and sound effects are added: the completed work ultimately is sent out so that printing negatives can be made directly from over 200 megabytes of computer files. No 'physical artwork' is produced. Indeed, the full color digital separations in DIGITAL JUSTICE represent a genuine technological breakthrough."

Preface to *Batman: Digital Justice*, 1990, Mike Gold.

Hotel Palenque

Starting in June 2011, *Hotel Palenque* will present a number of artists' commissions in different art spaces around London over the next year.

Each artist is commissioned to create an artwork which will follow a simple set of production rules. Firstly the work must be produced or reproduced to an A0 format (0.8 x 1.2m) and secondly all digital files and associated materials will be destroyed prior to the work being shown.

This project consciously removes the reproducible qualities of the digital to artificially create an original. If the selected artist usually works in three dimensions, *Hotel Palenque* aims to challenge their practice by offering an opportunity to create a new work that responds to the format and the specific location where it will be exhibited.

Questioning traditional modes of display, *Hotel Palenque* will present one artwork at a time, during the one night events. *Hotel Palenque's* intention is to focus the attention of the viewer onto one single artwork; further emphasising the idea of the original by limiting its existence in time as well as space. Curated by Elise Lammer

www.hotelpalenque.org

Pyramidd.biz

Pyramidd.biz is a non-profit, artist-led centre for the experimental production and presentation of new work. By offering an overtly neutral, utilitarian platform pyramiddbiz invites artists to take their work to new dimensions by reaching beyond the boundaries of normative display.

www.pyramidd.biz

