

# Our Story-- A Digitization of Human Culture

Image Processing & Art: How Modern Artists are  
crafting the 21st Century Narrative

Featuring the works of Jim Campbell, Idris Khan,  
and Jason Salavon

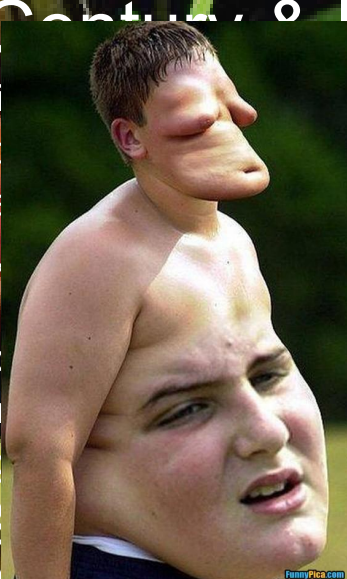
# The 21st Century's Impact

In a 2011 article, "Digital Nonprofit Organizations"

A 21st-century author is able to input and it is in this g h u A P

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## Commissioned Artist



How society sees me



How my parents see me



How my clients see me



How my friends see me



How I see myself



What I actually do

Y'ALL GOT ANY MORE OF THEM



SPICY MEMES?

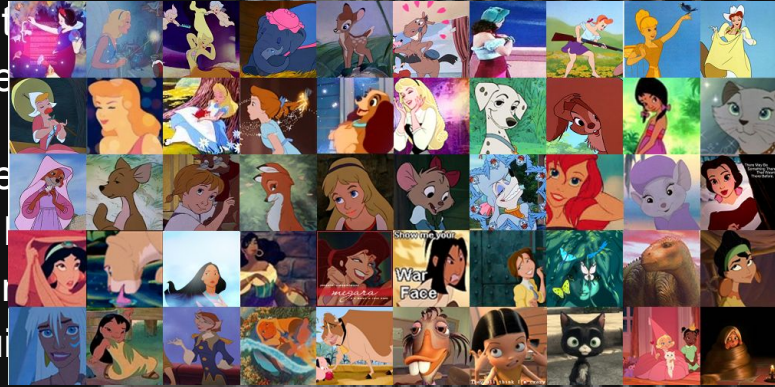




# Image Processing (n.)

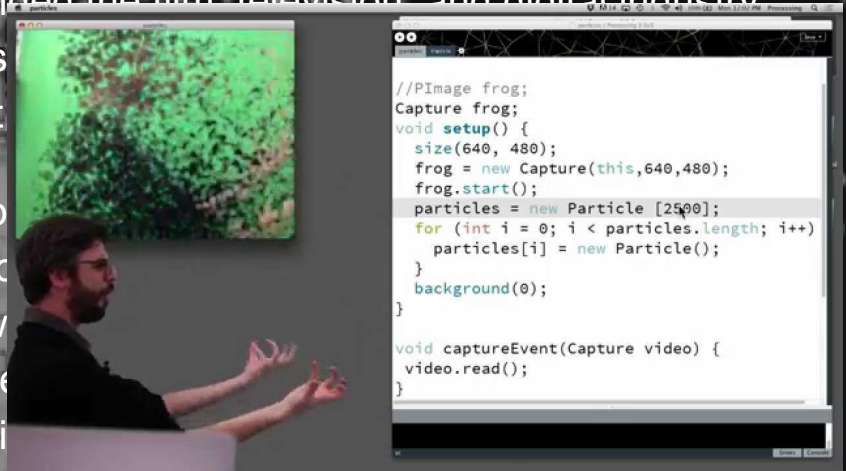
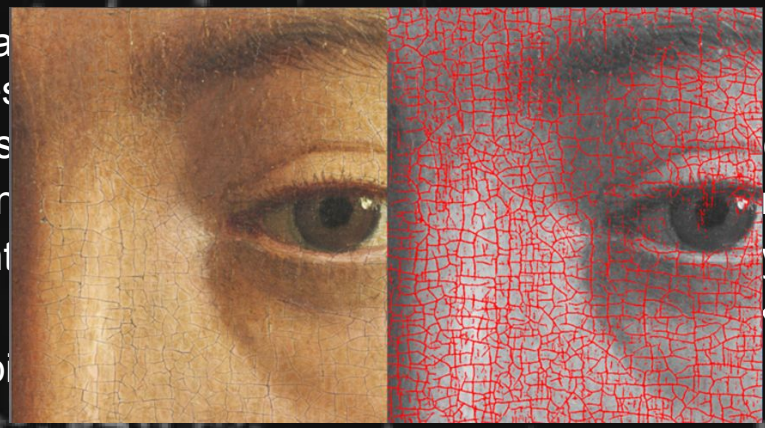
The analysis of an image, especially using computer technology.

Research: For many art historians, computer processing has brought back its historical past lost to time. IP4AI is an organization that bridges between computer science and art. The development of digital image processing research and has evolved into an innovative solution in the field of digital image processing.



Me to the internet memes, GIFs, and animations to come to life. IP has changed the film, television, and digital industry. It has allowed for the creation of new films and the presentation of new art.

Contemporary Art: IP allows contemporary artists to catapult new boundaries for the future. Whether through photography, or video reels, IP makes possible new ways to create art. From the unique data arrangement of paint or residue of charcoal, the unique data arrangement of digital art narrates the story of its artist and of the world they live in.



```
//PImage frog;
Capture frog;
void setup() {
  size(640, 480);
  frog = new Capture(this, 640, 480);
  frog.start();
  particles = new Particle[2500];
  for (int i = 0; i < particles.length; i++)
    particles[i] = new Particle();
}
background(0);

void captureEvent(Capture video) {
  video.read();
}
```

# JIM CAMPBELL

- An SF-based digital artist known for his LED light works, mixing film, movement, and other digital media into his installations
- Graduated from MIT in 1978 with a BS in electrical engineering and mathematics
- Most famous for his work “Scattered Light” in the fall of 2010 at various locations in HK, NYC, etc
- Other Public Commissions:
  - ICC Building Hong Kong 2014
  - Salesforce Tower 2017

\*All pictures/ photographs shown belong to Jim Campbell & was taken from his website\*

## Enlightening the Public

In an interview with Nicole Cappleman in 2015, Campbell identified himself as an “electronic artist,” acknowledging that since his early days in the cross-disciplinary field, new media artists has risen exceptionally in the last 20 years. He notes, while his earlier work was interactive, his current work seeks to engage the viewer into responding to their perception of his work as well as to push them into understanding the work from his own perspective.<sup>3</sup>

Andrei Tarkovsky highlights Campbell’s mastery of “sculpting in time,” where Campbell’s manipulations of digital light crafts images that redirect and explore how human brains analyze image-processed visual information. His immersive perspective works utilizes processed visuals in ways that exemplify the unique adaptation of the human’s brain, emotions, and thoughts to the electronic era of art, questioning reality and illusions in the context of time.





# IDRIS KHAN // Layering Experience

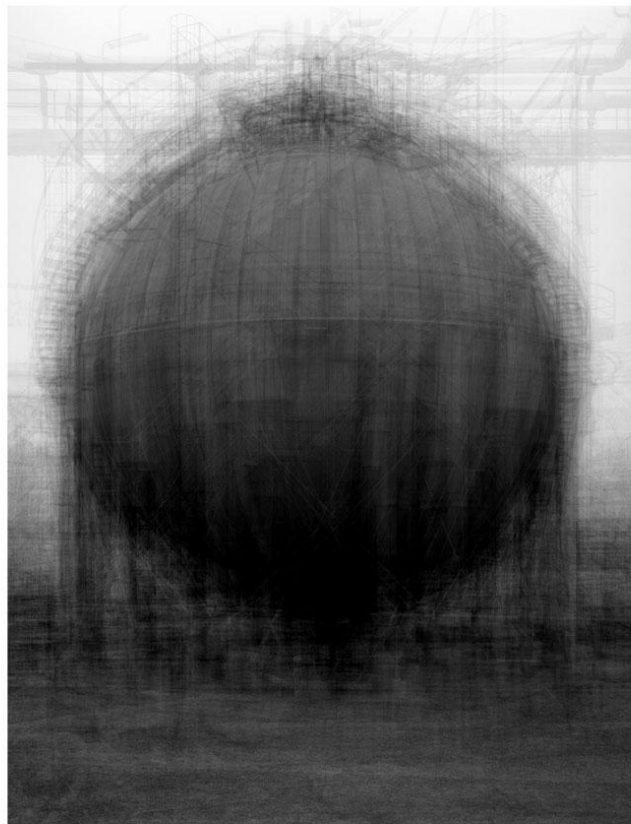
- A British based Artist known for his photography and skill at image processing layering
- Graduated from the Royal College of Art in London in 2004 with a Master's Degree with Distinction in Research
- Addresses cultural and historical narratives in the investigation of layering experience through repetition and superimposition.
- Experiments with secondary source materials and the isolation of photography and time

Idris Khan's visual layering of paintings and re-interpretation of photographs exhibit the new wave of artists interpreting their digital art. His pieces use intense visual layering and IP. In an interview with Natalie Hanman, Idris identifies Photoshop and Final Cut Pro as his favorite piece of technology and main tool in making art. His photographs, widely known for their synthesized nature, rely on these two software in achieving their final image.

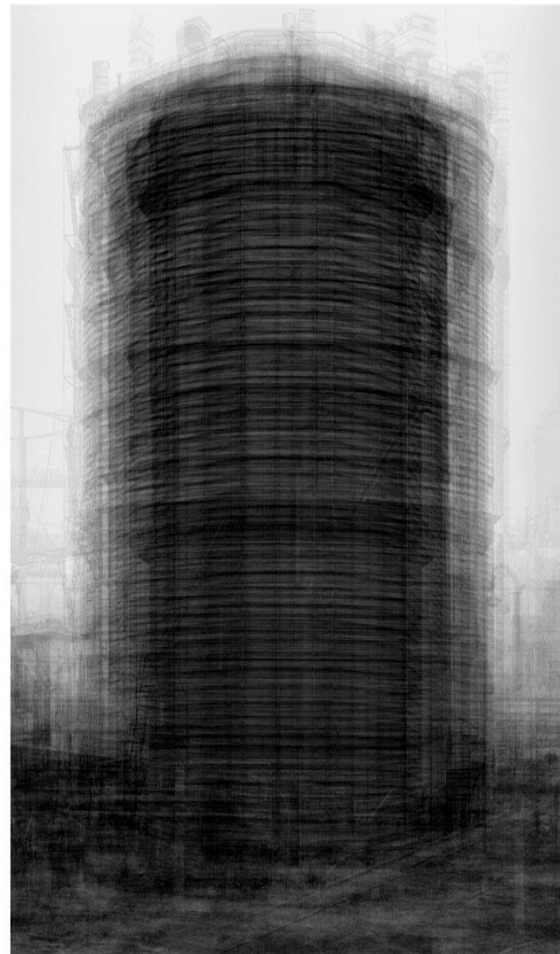
Victoria Miro describes the brilliance of Khan's aesthetic in translating the culture of the age we live in. "The density and precision of his images allude" to the excessive amount of info in this technical age, while the saturation and recreation of the photographed images creates an illusion that challenges the viewer to engage slower, question, and respond more thoughtfully to his work.

Gosforth photography

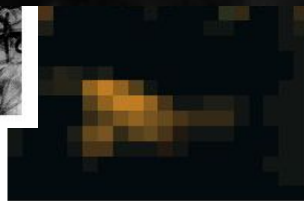
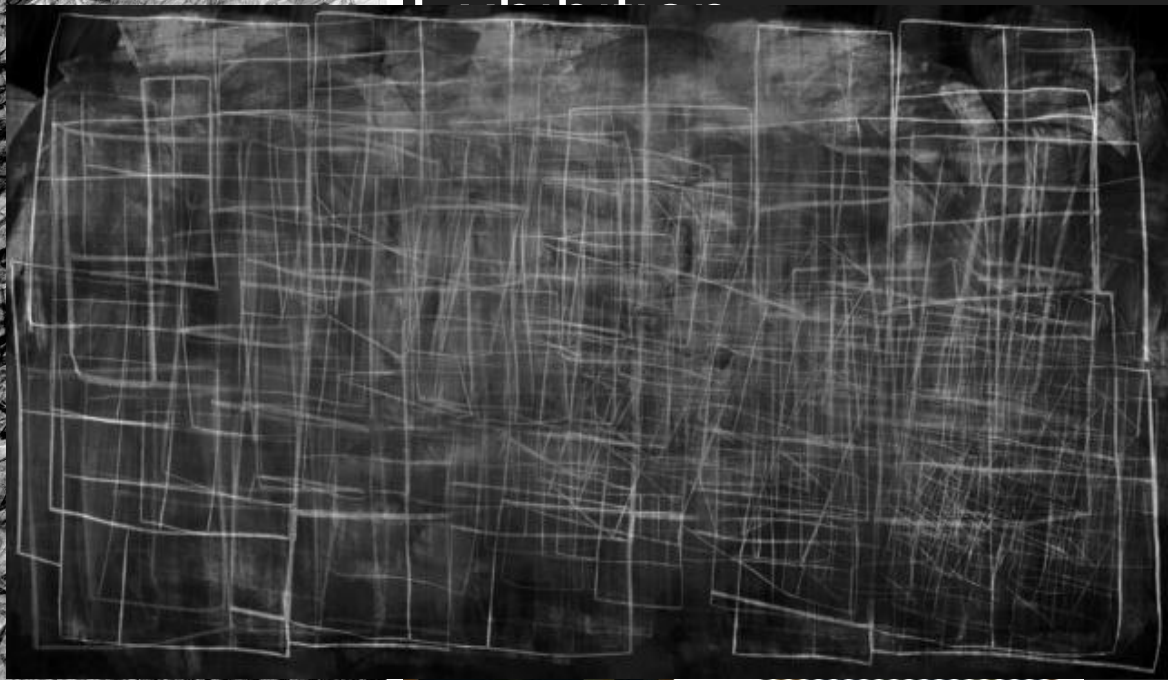
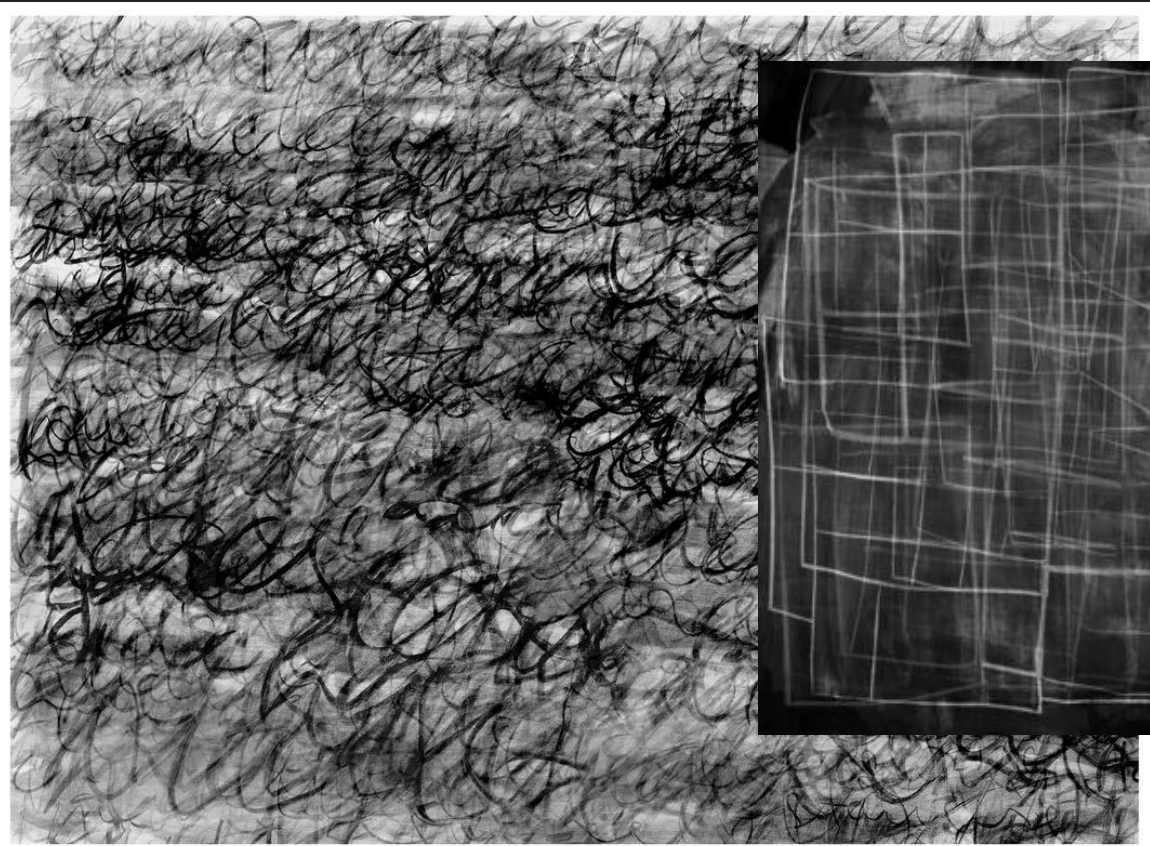
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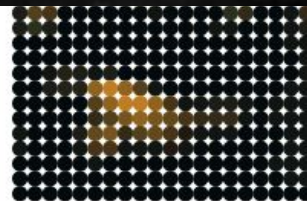
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original image



resulting paths



# JASON SALAVON

- Chicago based artist with a career in making computer generated art through the manipulation and reorganization of data by writing software
- Graduated from the University of Texas Austin with a BA and from the School of the Art Institute of Chicago with an MFA in 1997
- Began as an artist and programmer in the video game industry initially
- Subjects typically consist of pre existing media which he reconfigures by compilation or code, bringing typically qualitatively remarked pieces and looking at them quantitatively
- Also known for his reinterpretation of statistical data into visual images

In 2013, Eric Bryan, a writer for Art Auction magazine, labels Jason as one of the 50 most collectible artists under 50 years old, raving about Salavon's work, in their promiscuity, "illuminates how technology infiltrates our culture and consciousness.

Jason's self description of his work claims that his pieces occupy a space between cultural sampling and data mining, blending the two together and insisting on their connected impacts. His algorithm based art is nothing short of futuristic, and his scripting codes seek to create haunting representations of human culture, career, and attitude towards technology.

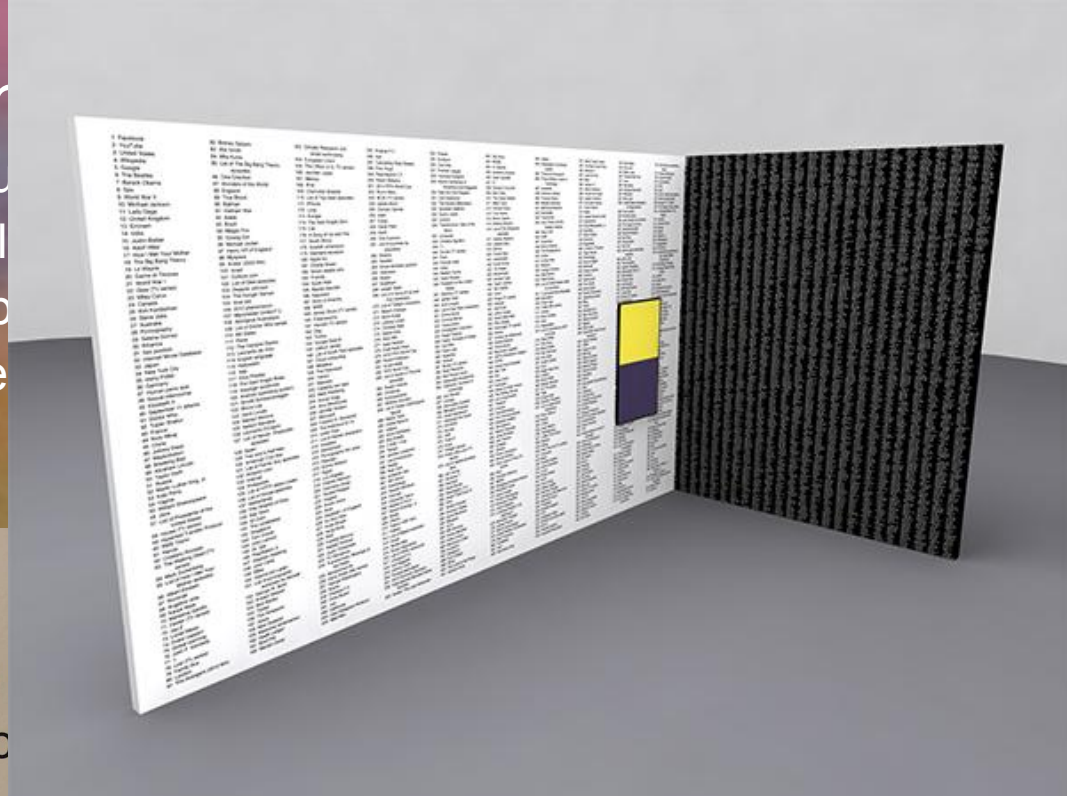
In his Tedx talk "Form and Data," he asserts the composites he create, the art he conglomerates speak very much for themselves, as indicative of how much the data allows it to. "Data talk[s] as loudly as my intention... it is very hard to silence the data." He

# LACONALAVON // The

- 19 The Big Bang Theory
- 20 Justin Bieber
- 21 World War I
- 22 How I Met Your Mother
- 23 Lil Wayne
- 24 Canada
- 25 Australia
- 26 Glee (TV series)
- 27 Steve Jobs
- 28 Kim Kardashian
- 29 IMDb
- 30 New York City
- 31 Japan
- 32 Germany
- 33 Rihanna
- 34 Selena Gomez
- 35 Miley Cyrus
- 36 Elizabeth II

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- 986 Ellen DeGeneres
- 987 Malta
- 988 The Chronicles of
- 989 Reese Witherspoon
- 990 U.S. state
- 991 G-spot
- 992 Shirley Temple
- 993 Gerard Butler
- 994 Heroin



d community and seeks the  
are a part of the digital world.



# Summary

We see Jim Campbell, using the camera as a means to collect data to produce his work which seeks to represent our culture and make known of who, what, and the environment of which shapes human culture.

Idris Khan uses the camera and the computer as means to capture already photographed images and compile them into creating a new definition of it in the new age. He also depends on IP to composite his art. In conflicting lines, rather than showcasing his performative paintings, and uses the camera its essence and bring it back to modern digitization.

Jason Salavon uses custom computer software to reinterpret existing media that we see in our world today that impacts our culture and who we are. Our culture is defined by the examination of internet-based data, and Salavon concentrates on the visual representation of these images as the subject of the camera.



# Exploration and the Future

The application of image processing in 21st century art and culture is indicative in explaining the world around us and in creating the story of who we are as a society.

Image processing adds new elements to the story-telling perspective for the conglomerate down to the individual. For modern artists, using image processing, they are able to convey their own interpretation as well as their environment's and the sources from which they draw upon.

"Digital Technology not only creates our future, it is also a medium for artistic expression."

-Chris Coleman, digital artist



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