

ARMORY WEEKEND NYC

exhibitions and events from TRANSFER

March 5th – 8th, 2015

TRANSFER is pleased to present work at the [PULSE Contemporary Art Fair](#) and the [Moving Image Fair](#) during The Armory Show Weekend 2015. In addition, the director contributes to a [panel at the VOLTA](#) and welcomes visitors to the gallery space in Brooklyn for a solo exhibition of new work.



'The Garden of Emoji Delights', 2014 by Carla Gannis. Archival C-print on plexi with semigloss laminate, Edition of 3 +1AP

PULSE CONTEMPORARY ART FAIR

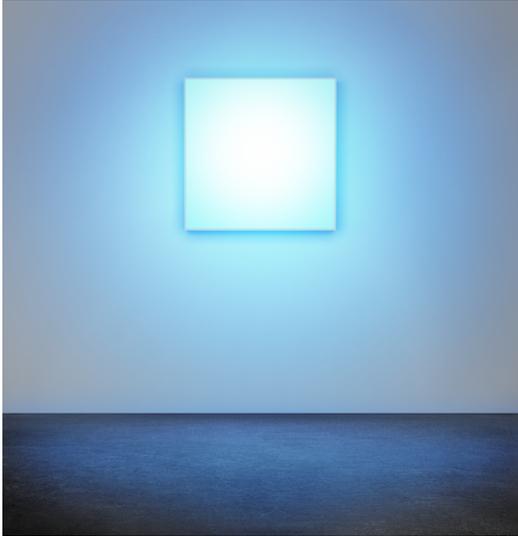
Making it's NYC debut, TRANSFER presents Carla Gannis' 'The Garden of Emoji Delights' a full-scale reinvisioning of Hieronymus Bosch's iconic altarpiece. Gannis re-inscribes the triptych by using the newsecular, pop vocabulary of signs and digital symbols, contextualizing Emoji within the iconographic lineage of the works of Hieronymus Bosch. These symbols are as pervasive now as religious symbology was in the 15th and 16th centuries.

According to Carla Gannis,

"Emoji add a new flatness to the iconography of the past, emptying it of controversy and replacing it with something akin to Murakami's Superflat aesthetic questioning the "sins" of our contemporary consumer culture."

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Gannis' digital altarpiece is presented as an archival C-Print, mounted to plexiglass with a semi gloss laminate, making for a striking piece that stretches 13 feet in length, and is available in an edition of three. 'The Garden of Emoji Delights' series also includes a looped moving image version of the piece, animated five minutes in duration in 1080p and 4K video formats.



Hanging on the reverse wall, TRANSFER presents Jamie Zigelbaum's 'Pixel' an interactive light installation activated by human touch. Everywhere, pixels radiate from behind glass—they are tiny, formless objects existing at a remove from our bodies; just beyond our grasp. Pixels are the ambassadors to the digital world, representing all that we have wrought there through carefully choreographed fluctuations: pulses of current that result in changes of color which in aggregate form graphics and with time produce the illusion of motion. Ubiquitous and invisible, pixels show us everything.

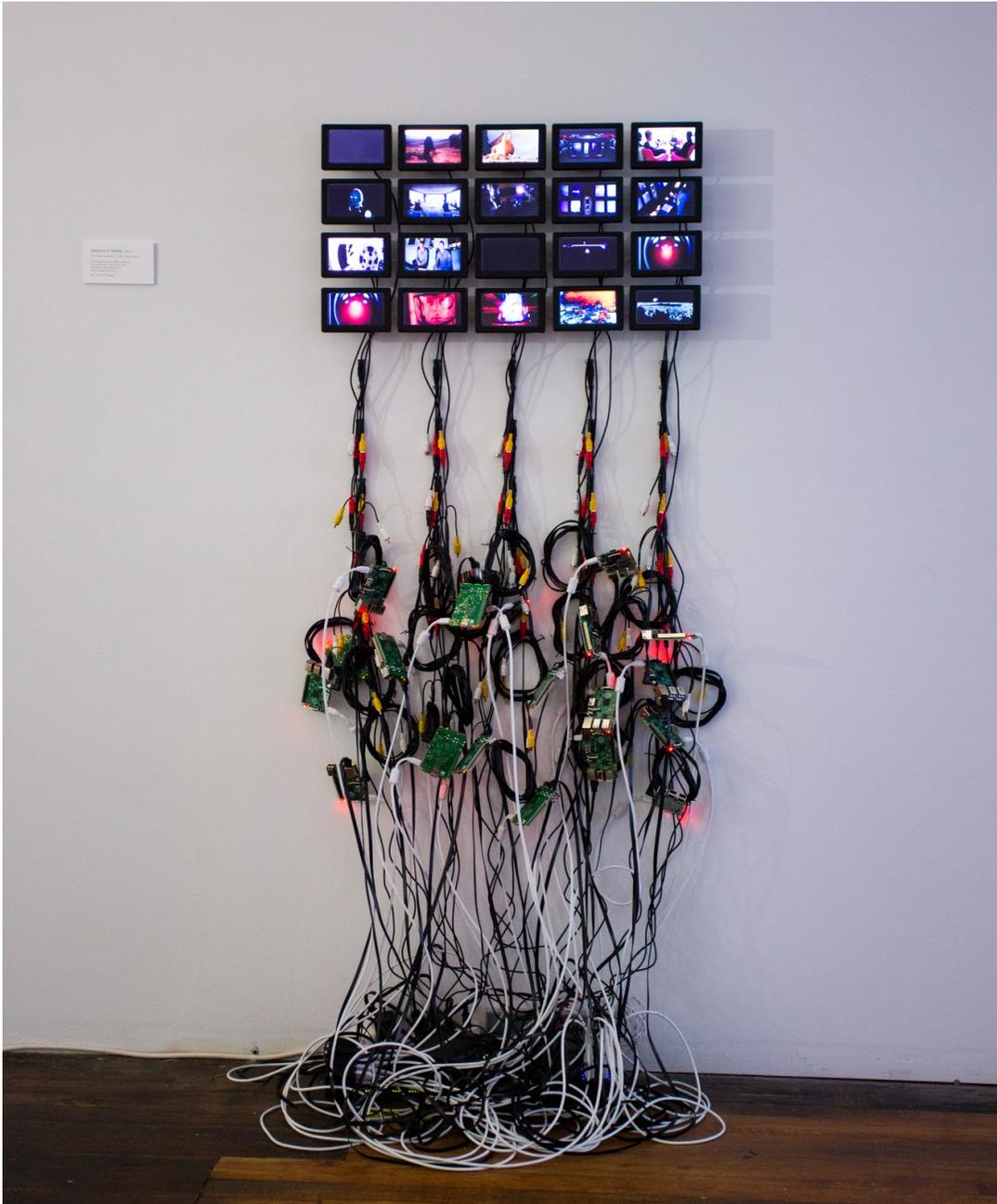
Jamie Zigelbaum, Pixel, 2013, Glass, Corian, LEDs, Electronics, Software, Edition of 6+ 1AP

MOVING IMAGE ART FAIR

TRANSFER is pleased to present in our fourth Moving Image Art Fair, installing work straight from Jamie Zigelbaum's solo show at the gallery. 'NO THERE THERE' an exhibition of new work that explores the materiality of the digital image.



Zigelbaum's new participatory web-based piece '100 Hours Per Minute' invites fair patrons to search YouTube's video library (which is estimated to grow 100 hours per minute) via tweets to @100_HPM using a unique hashtag generated inside the gallery. Each tweet programmatically creates an abstract 'average' of returned videos – the resulting moving image is queued and played on his large-format display in the fair and simultaneously uploaded back to YouTube for the world to view.



Jamie Zigelbaum, 'Sequence in Parallel' 2015, LCD Displays, Raspberry Pi's, Software, Cabling, Hardware, Unique

In Zigelbaum's 'Sequence in Parallel' twenty small LCD screens flicker in a grid, running on a network of Raspberry Pi's dangling, exposed below. The grid display of 'Sequence in Parallel' screens a selection of Zigelbaum's favorite films, spliced into 1/20th segments. All twenty loops play simultaneously across the screens, allowing a viewer to glimpse the entire film object as a whole.

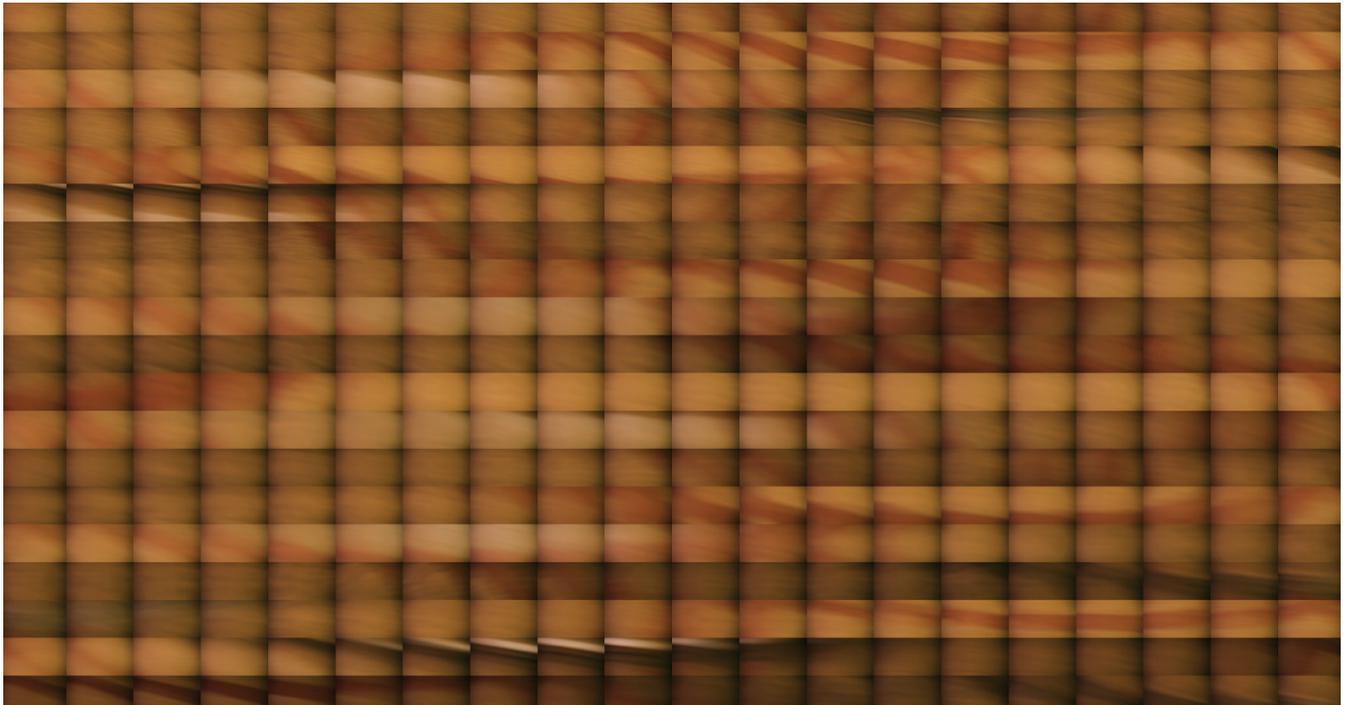
Additional work on display - 'Doorway to the Soul' is a sculptural piece that runs on crowd-sourced submissions from the

human marketplace 'Mechanical Turk'. All pieces are unique editions, please inquire with director@transferyallery.com.

'OTHER-FRAMES' MALCOLM LEVY

March 5th – 8th, 2015

TRANSFER is pleased to welcome Armory Week Visitors to our Brooklyn-based gallery for a viewing of Malcolm Levy's 'OTHER FRAMES,' the artist's first solo exhibition with the gallery.



'Other-Frames' is a new exhibition of work from Canadian artist Malcolm Levy, exploring the relationship between the analog and digital processes of the digital camera. The exhibition will take the shape of 4 custom built lightboxes using Backlit DuraTran Prints, in conversation with selected framed videos, shot on location in Sao Paulo, Paris, Berlin and Shanghai.

Malcolm Levy is an artist and curator whose artistic practice focuses on abstract photography, video and further contemporary image making. <http://malcolmlevy.net>

A full inventory of work from 'OTHER FRAMES' is available from the gallery. Please inquire with the director@transferyallery.com to request information.

THURSDAY, March 5th

Preview Brunch with the Artists at PULSE
from **10-1PM (by invitation only, please write to director@transferyallery.com)**

Opening Reception with the Artist at Moving Image
from **6-8PM (FREE)**

FRIDAY, March 6th

PULSE Open Hours
from **11-8PM (Fair Entry Fee, or write to director@transferyallery.com for a daypass)**

Moving Image Open Hours
from **11-8PM (FREE)**

SATURDAY, March 7th

TRANSFER Gallery Hours
from **2PM-6PM or by appointment anytime**

Malcolm Levy's 'Other Frames' **Saturdays, February 28 – March 21**
TRANSFER Gallery at 1030 Metropolitan Avenue in Brooklyn, NY 11211

VOLTA SALON "Art and the Cloud: Collecting and Investing in Digital Art" with TRANSFER
Director, Kelani Nichole
at **4:30-5:30PM (Fair Entry Fee)**

PULSE + Moving Image Open Hours
from **11-8PM**

SUNDAY, March 8th

PULSE + Moving Image Open Hours
from **11-4PM**

TRANSFER Gallery Private Tour of the Fairs
from **12-5PM (By invitation only, please contact the director@transferyallery.com)**

TRANSFER is an exhibition space that explores the friction between networked practice and its physical instantiation. The gallery supports artists working with computer-based practices to realize aggressive installation projects within our walls.

TRANSFER Gallery 1030 Metropolitan Ave Brooklyn, NY 11211 More info: <http://transferyallery.com>