

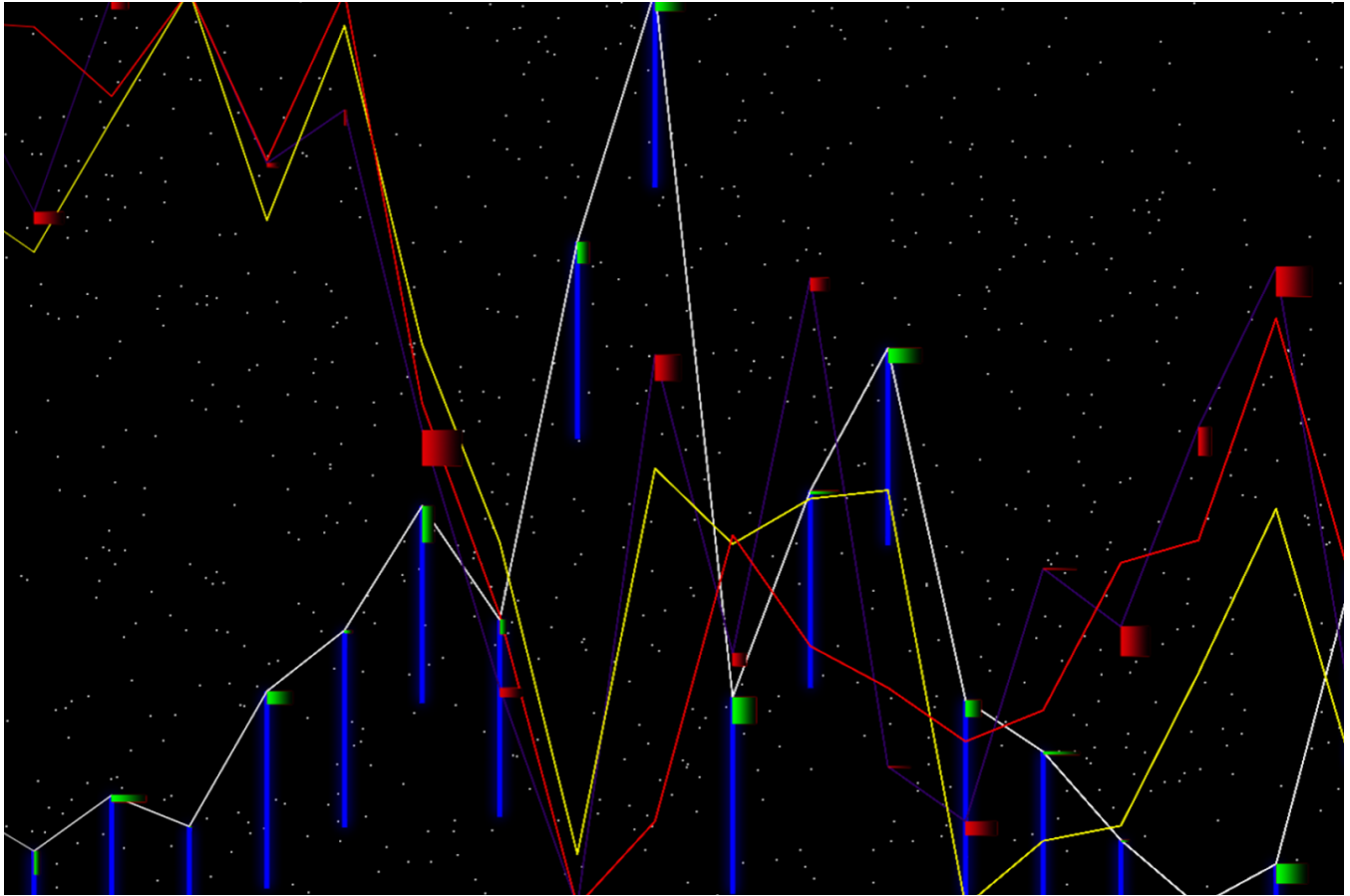
For Release ::: June 28, 2014 NYC

SWEET FINANCES!

a solo exhibition from Claudia Maté

July 12

through August 2



Detail from 'Sky Market' web application, Claudia Mate 2014

An opening reception with the artist will be held on **Saturday, July 12** from **7 – 11 PM** at Transfer. Gallery hours are held every Saturday from 2 – 7 PM through August 2 and by appointment with directors@transfergallery.com.

TRANSFER is pleased to present **Sweet Finances!**, the first solo exhibition from Spanish artist Claudia Maté. For this exhibition Maté has produced a series of web applications connected with the Yahoo! Finances API, keeping us updated every second by leveraging a huge amount of data from exchanges worldwide. **Sweet Finances!** collects and reinterprets this data in real time through the internet, with the aim of making the tricky and cold world of financial markets into

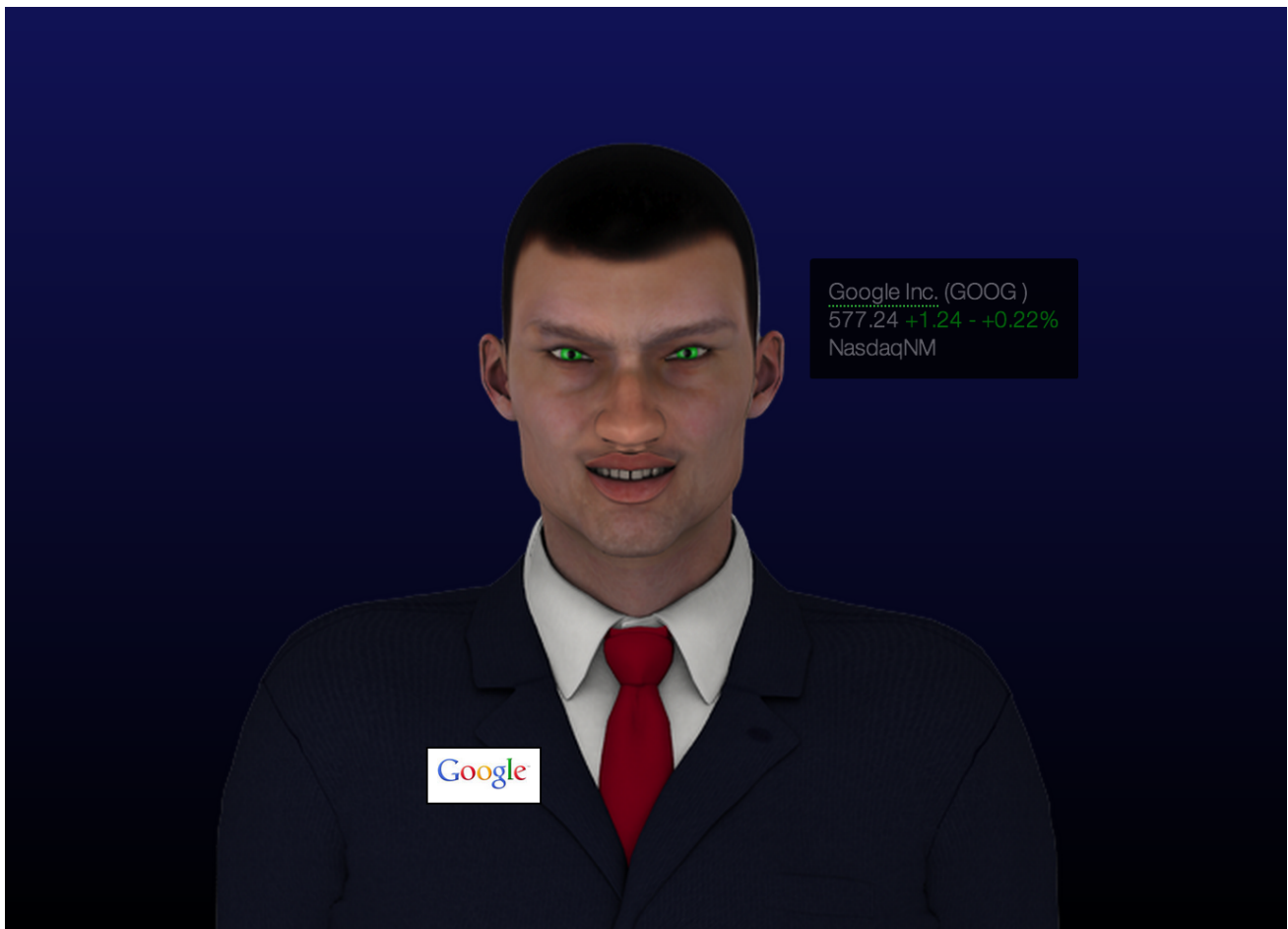
a collection of pleasant and oniric landscapes. Forget the meaning behind the data – Maté’s landscapes represent the beauty of financial data on its own terms.

Note to viewers on WEEKENDS (during opening reception and public gallery hours):

IMPORTANT! All the stock markets worldwide have been closed, so the real time quotes have been randomized until they will open.

Please do not make financial decisions based on this data.

The exhibition consists of web-based applications, installation and sculpture. In her ‘Historic Landscape’ and ‘Sky Market’ series, Mate enables the viewer to visit web-based applications that read historical data and real-time quotes from a stock of their selection, and transform those quotes into a plastic format. Traders and collectors can choose a company, range of dates, color, background, or gradient in order to create unique images – then select to purchase the parameters as a printed artwork produced by the artist. This is a great opportunity to invite people who invest in the market to buy their own shares in a plastic format.



The first day of trading for **Sweet Finances!** launches at the opening reception, and extends into the public space of the web for the duration of the exhibition. DIS Magazine will feature the web release of Mate's applications this summer. A closing reception event curated by the artist will invite an international group of artists to create GIFs on the subject of finance, bringing trading to a close with a screening of the series.

A full inventory of work from SWEET FINANCES! is available from the gallery. Please inquire with directors@transferyallery.com to request information.

About the Artist :::

CLAUDIA MATE (b. 1985, Spain) lives and work in London. She works in a large area of new media and online based works, and across a variety of formats including programming, 3D, video, animated GIFs and sound. She is Co-founder and curator at cloaque.org (<http://cloaque.org>). Mate's works has been exhibited internationally in NYC, Madrid, Paris, Canada, Croatia, Italy, Berlin, Chile, Canada and online. Her full exhibition list and a number of artworks available online at <http://claudiamate.com/>

Events + Gallery Hours :::

Opening Reception

Saturday, July 12 from 7 – 11 PM

Closing Reception

Saturday, August 2 from 7 – 11 PM

Gallery Hours

Saturdays 2 – 7 PM + by appointment; contact directors@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 Contact: directors@transferyallery.com

More info: <http://transferyallery.com/exhibitions/2014/07/claudia-mate>