

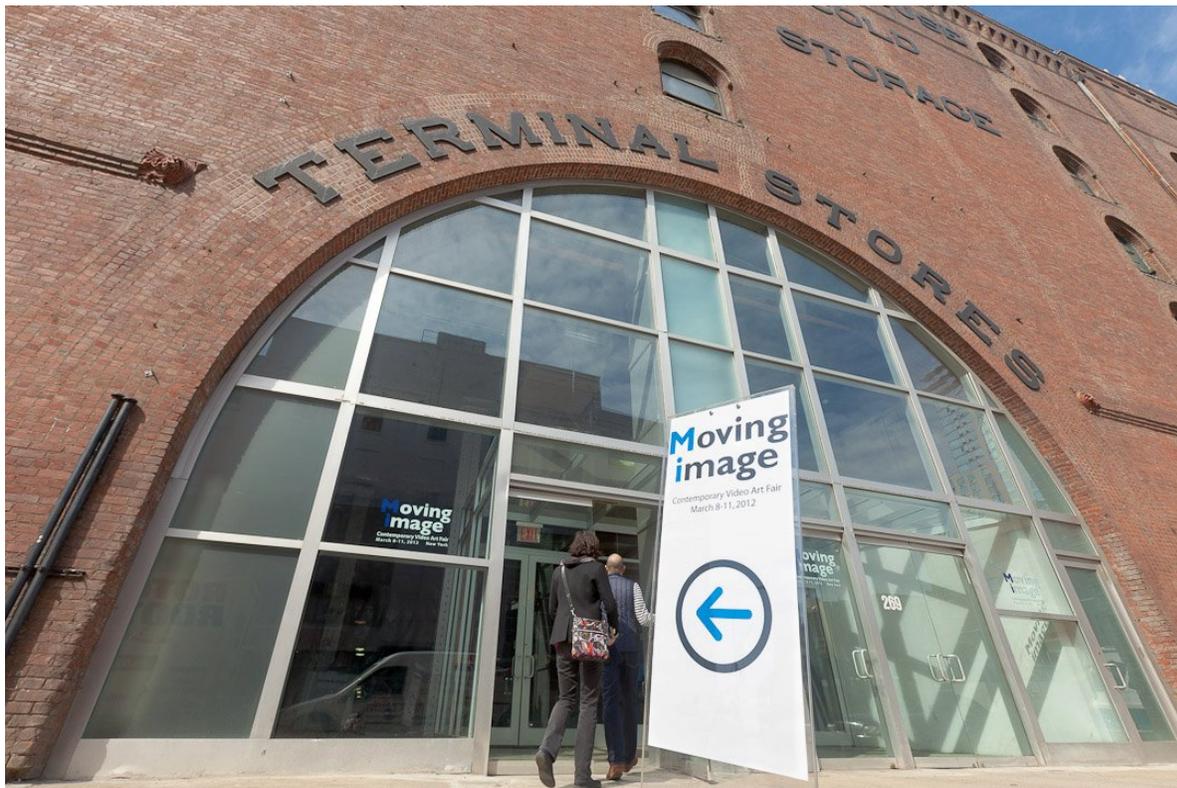
For Release ::: February 24, 2014 Brooklyn, NY

MOVING IMAGE NYC 2014

TRANSFER is pleased to present new work from Lorna Mills and Rollin Leonard at the Moving Image Art Fair during Armory Week in NYC

March 6

through March 9, 2014



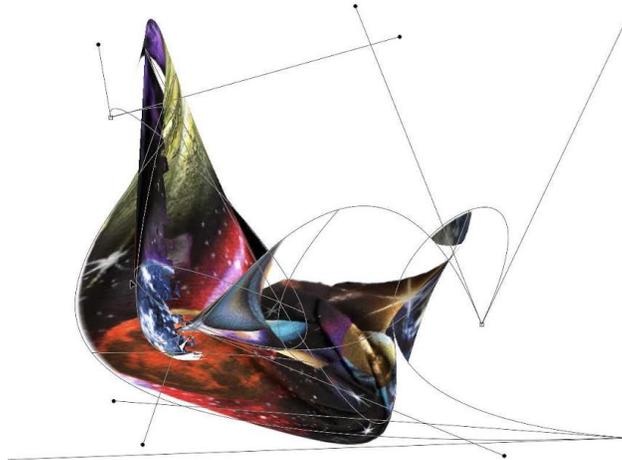
Moving Image Art Fair is free and open to the public, March 6 - 9

An opening reception with the artists will be held on **Thursday, March 6** from **6 – 8 PM**. The fair is free and open **11 AM – 8 PM Thursday through Saturday** and **11 AM – 4 PM on Sunday**. For an appointment, please email directors@transfery.com.

TRANSFER is pleased to present a new GIF installation work from Lorna Mills and a debut video piece from Rollin Leonard during Moving Image NYC 2014. The gallery is pleased to represent these two artists working with emerging digital practices for the second time outside of our walls, traveling recently with their work to UNPAINTED Media Art Fair (Mills, January 2014) and Moving Image London (Leonard, October 2013).

Moving Image NYC 2014 DEBUT :::

TRANSFER presents a new large-scale GIF installation from LORNA MILLS



SCRAP: Rayon is the latest set of animations in Lorna Mills's ongoing SCRAP series. Based on scans of printed textiles, the images are distorted with Bezier curves, bending them with motions that mimic bodily rhythms. Intentionally pixelated and defined by a chunky digital aesthetic, these animations track their making with the visible nodes and anchors of the digital imaging tools plainly in sight.

Lorna Mills makes animated gifs with an emphasis on cacophony and rhythmic movement pushed to a variety of extremes. Ravingly formal but dissonant, her collage work sometimes skirts the boundaries of what the eye can passively handle before it actively seeks out patterns and resolution.

The piece presented at Moving Image Art Fair is sold as a unique installation, with tablet hardware provided. Additional unique GIF compositions of various sizes, and individual GIFs within the series are also available for acquisition.

About the Artist :::

LORNA MILLS (Canadian) has actively exhibited her work internationally in both solo and group exhibitions since the early 1990's. Her practice has included obsessive Ilfochrome printing, obsessive painting, obsessive super 8 film & video, and obsessive on-line animated GIFs incorporated into restrained off-line installation work.

Mills presented *The Axis of Something* at TRANSFER Gallery in 2013. She has also

co-curated monthly group animated GIF projections with Rea McNamara for the *Sheroes* performance series in Toronto, a group GIF projection event *When Analog Was Periodical* in Berlin co-curated with Anthony Antonellis, and a touring four person GIF installation, *:::Zip The Bright:::*, that originated at Trinity Square Video in Toronto with artists Sara Ludy, Nicolas Sassoon, and Rick Silva.

Moving Image NYC 2014 DEBUT :::

TRANSFER presents a brand-new 4K ultra high definition video installation from ROLLIN LEONARD



Wave is a new work (inspired by the artist's attempts to teach himself to float in water) depicting the body under the constraints of a strictly limited system. The system itself has been obscured, leaving the body – whose dimensions we innately understand – to act as a way of depicting that system. The system is described by its effects, rather than by its rules. The body acts as an instrument for depiction, instead of as the object of depiction.

As in much of his work, the artist uses bodies as a way of ascribing agency to less-human objects and ideas. “The ocean is the furthest from easy personification,” says Leonard. “I never understand why people talk about the ocean as a ‘her’ with a specific temper. The analogies are really thin. It is just an elemental force – completely unfeeling.”

About the Artist :::

Rollin Leonard (American, 1984) lives and works in Portland, Maine where he maintains a photography and production studio. He has shown large scale video installations, photographic prints, and web based work since 2004. His medium varies

but his conceptual approach is consistent – projecting the logic, meaning, or pattern from one domain into another, often using the human body as a vehicle to do so. Leonard earned a BA in Philosophy and a BA in Painting from the University of Minnesota in 2007.

The artist's work has been shown at such venues as: The Photographer's Gallery, London; Point Ephémère, Paris; Museum of the Moving Image, New York; Moving Image Art Fair, New York; Moving Image Art Fair, London; Essential Existence Gallery, Leipzig; Fach & Asendorf Gallery, online; NADA art fair, New York; Postmasters Gallery, New York; Bitforms Gallery, New York; and at Transfer Gallery, Brooklyn. His work *Lilia/360* has recently been collected by 53 Museum Guangzhou, China.

Fair Hours & Location

Thursday through Saturday, March 6-8 from 11AM - 8PM

Sunday, March 9 from 11AM - 4PM

Located at the Waterfront Tunnel between 11th & 12th at 27th Street in Chelsea

<http://www.moving-image.info/new-york>

Opening Reception

Thursday, March 6 from 6 – 8 PM

SPECIAL EVENT ::: Our 1 Year Birthday Party

SATURDAY, March 8 FROM 7 - 11PM at TRANSFER Gallery ::: 1030 Metropolitan Ave

Join us for the first show of our second year of programming as we celebrate the opening of ***The internet of my dreams***, a solo exhibition by Anthony Antonellis + our one year birthday party. Please do not miss it.

Open in conjunction with Armory Week Bushwick Gallery Night

<http://www.brooklynarmorynight.com>

DIRECTIONS to the gallery ::: take the L Train to Graham Avenue. Walk directly down Metropolitan Avenue to Morgan Avenue.

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