

Press Release
September 8, 2011

Action Painting (Masculine Expressionism)

A New Multi-Channel Video Painting by Jeremy Rotsztain

Now available for exhibition



Still from Action Painting video “Unrelenting Physical Aggression”

Project Concept

Action Painting (Masculine Expressionism) is a new multi-channel video painting by Los Angeles-based digital artist Jeremy Rotsztain and his largest to date. For this loud and colorful work, Rotsztain collected some of the most spectacular and violent moments from Hollywood action flicks as his material. Then, using custom software, he transformed these adrenaline-filled moments into animated gestures that produced splatters on a digital canvas. Through this process, he appropriates the masculine expressions of Rocky, Jason Bourne and the Terminator and, with a nod to a very masculine American painter, uses them as an expressive painterly material.

The installation consists of four enveloping HD video projections (16:9, dimensions variable, with stereo sound), each composed using sequences from a different action film trope: the explosion, the fistfight, the car chase and the gunfight. Each channel is projected onto stretched canvas so that the splatters from the “cinematic gestures” collect on the canvas and around its edges. And each gesture includes the sound from the original film, providing an extra loud audio/visual punch to the experience of the work. A series of large-scale digital prints also accompany the project.

Action Painting simultaneously highlights how violence is heralded as a form of beauty in contemporary society and examines the construction of the audio/visual experience in action filmmaking. As a remix of both cinema and painting, *Action Painting* also encourages audiences to contemplate the extremely malleable nature of digital media and its potential for self-expression over pure consumption.

Portions of *Action Painting* have been screened at Banff New Media Institute in Canada, INDEX Festival in New York City, and the Simultan Festival in Romania. The work is now ready to be shown in its entirety as a multi-channel installation.

Biography

Jeremy Rotsztain is a Los Angeles-based digital artist who, taking cues from the practice of painting, works with movies, images, and sound as a kind of malleable and expressive material. In his work, popular narratives, pixels and sound bites are sampled, transformed, re-arranged and composed in an effort to examine the language and patterns of contemporary media and the shared cultural experiences that we have with them. As part of his practice, Jeremy writes custom software enabling him to collect, edit and compose with his materials in hybrid and unconventional ways.

His work has been screened, performed, and exhibited at the Cooper Hewitt and the New York Hall of Science in NYC, Urban Screens in Melbourne, Subtle Technologies in Toronto, Electric Fields in Ottawa and New Forms Festival in Vancouver.

Thoughts from the Press

“In that summer movie mood? Jeremy Rotsztain has been working on a new series of digital art that derives Jackson Pollock-style action paintings from Hollywood action movies. Software processes the video of explosions and other action sequences from classic movies and ‘paints’ them into abstract art, leaving a trace of the action as splattered color on the screen.”

Peter Kim, *Create Digital Motion*

“The spectacle and surplus masculinity of Hollywood is hardly run-of-the-mill source material for generative art, but Canadian software artist Jeremy Rotsztain has been diligently exploring transforming cinematic convention into rich, abstract compositions for three years now. Rotsztain’s *Action Painting* project employs scenes and sound design—‘data’ from action movies—as raw material to generate abstract expressionist style animations.”

Greg Smith, *Creative Applications*

“The sense of energy experienced from this kind of cinematic intensity blends so well with the deeply physical and visceral nature of action painting.”

Dylan Schenker, *The Creators Project (Vice Magazine)*

Watch the Videos

<http://www.vimeo.com/26299391>

<http://www.vimeo.com/24178732>

<http://www.vimeo.com/26362638>

<http://www.vimeo.com/13718254>

Download Images (Video Stills)

<http://www.mantissa.ca/press/ActionPainting-PressImages.zip>

Please contact the artist for high-resolution print-quality images.

Jeremy Rotsztain

435 S Alexandria Ave #201

Los Angeles, CA 90020

<http://www.mantissa.ca>

jeremy@mantissa.ca

(917) 676 0348