

Abstract Art in the Age of New Media

8 February - 9 May 2021

Online at mocda.org
The Museum of Contemporary Digital Art



Banz & Bowinkel, Substance I 04, 2017, in the virtual gallery of the exhibition research Abstract Art in the Age of New Media. Courtesy of the artist, MoCDA, UCL, and Hobs 3D.

On February 8th, the Museum of Contemporary Digital Art (MoCDA) will launch its online exhibition: Abstract Art in the Age of New Media. The show results from a cross-disciplinary project developed in partnership with University College London (UCL) and Hobs 3D to improve scientific knowledge around space and aesthetics.

How does an artwork's position within a gallery affect how much we like the object, and how well we remember it? UCL cognitive psychology researchers Dr Mariana Babo-Rebelo and Prof Patrick Haggard plan to address this question through their latest study in which 27 digital artists have contributed their artwork to offer a virtual exhibition on pure abstraction.

The exhibition, available on MoCDA's website until May 9th, reveals the diversity of practices and media we find today, through generative art, glitch art, AI art, light art, net art and immersive art (VR and AR). With this 360 perspective, the show observes the way artists now approach formal abstraction with digital tools. Instead of thinking about a topic relevant to new media, the research asked curators to focus on abstract representation. This requirement brought a fantastic opportunity to assess how new media deals with a recurring theme within art history. Alongside the exhibition, visitors can also experience the virtual space that Hobs 3D real-time artist, Allen Namiq, built to test research participants.

Curated by Serena Tabacchi and Marie Chatel, the show brings together Banz & Bowinkel, Robbie Barrat, Maurice Benayoun, Gordon Berger, Mathieu Merlet-Briand,

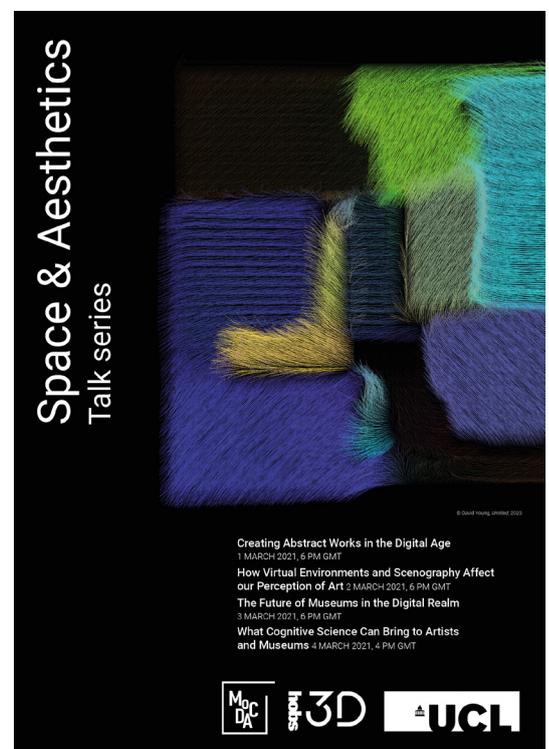
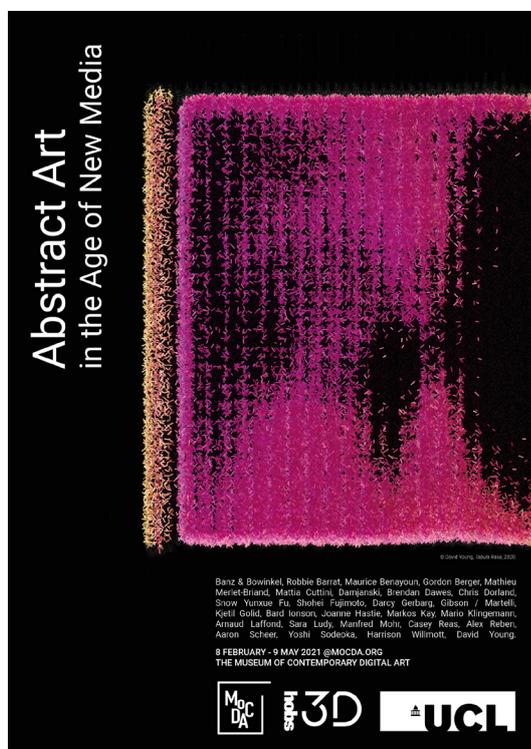
Press release

Mattia Cuttini, Damjanski, Brendan Dawes, Chris Dorland, Snow Yunxue Fu, Shohei Fujimoto, Darcy Gerberg, Gibson / Martelli, Kjetil Golid, Bard Ionson, Joanne Hastie, Markos Kay, Mario Klingemann, Arnaud Laffond, Sara Ludy, Manfred Mohr, Casey Reas, Alex Reben, Aaron Scheer, Yoshi Sodeoka, Harrison Willmott, David Young.

A series of cross-disciplinary panels will bring insight to the exhibition-research from the 1st to 4th March. MoCDA will welcome artists from the show to discuss space and aesthetics with art professionals and neuroscience researchers. Topics include Creating Abstract Works in the Digital Age (March 1st, 6 PM GMT), How Virtual Environments and Scenography Affect our Perception of Art (March 2nd, 6 PM GMT), The Future of Museums in the Digital Realm (March 3rd, 6 PM GMT) and What can cognitive science bring to museums and artists? (March 4th, 4 PM GMT).

Visitors can also collect a limited edition (100) of the exhibition's poster in the form of an NFT [at this link on Arkane Market](#). All funds will go to participating artists

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For additional information, please contact:

Chloe Diamond
chloe@mocda.org

Marie Chatel
marie@mocda.org

