

When IT met art

Proving that art is everywhere, Kyle Trowbridge transforms QR codes into vibrant artwork

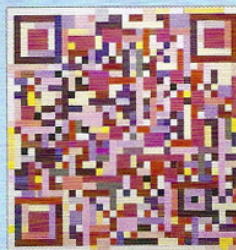
Each piece in the collection of abstract designs known as The Politics of Time stands at eight square foot and is fully scannable, yielding a message from the artist. "QR

codes are graphically strong and have the potential to house images and/or messages. I found this idea quite engaging, as much of my past work has been based on buried subtext", Kyle comments. "I was thinking about art history and how everything comes full circle, looking at this minimalist utilisation of a grid and thinking how far I could push these in terms of colourisation. The goal was to create something that was aesthetically pleasing and rooted in traditional modern abstraction. I find it intriguing that with these paintings I am able to link

the two diverse and clashing philosophies of Modernism and postmodernism."

The pieces, which consumed an average of four weeks to generate, began as text with the imagery following later. "The designs are rooted in text, so the phrases I pen are the sketch and the QR code is just a vehicle to house this in a more painterly way."

The seasoned exhibitor plans to extend the body of work that makes up The Politics of Time, which was exhibited at Miami's Dorsch Gallery (www.dorschgallery.com), with more pieces in the coming months. "I feel I have not fully exhausted their potential. I plan on pushing the colour theory further as well as the gesture and mark making involved. My interest lies in how far I can tweak these codes and still make them scannable."



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