

# Art & Technology

The 21st century has ushered in a new dynamic in the art world with the implementation of technology in art: From computer generated photography, installations to video art - the use of technology in art has enabled artist to create many new dynamics.

**STORY BY** Deborah Iskandar



**Nam Jun Paik, a Korean –American artist,** is known as the pioneer of interpreting the art and technology dynamic. Paik was trained as a classical pianist, but while studying in Germany he was introduced to the conceptual artists Joseph Beuys, who inspired him to create “electronic art”. His inaugural exhibition in 1963 entitled “*Exposition of Music-Electronic Television*” scattered television screens across the room, and distorted and manipulated the sound and images. This landmark exhibition ushered in



## Deborah Iskandar

*Art Consultant*

In this Art in Design section of Indonesia Design, **Deborah Iskandar** shares her knowledge and love for art. Regarded as a pioneer in the auction world in South East Asia, she knows how to navigate the current evolving market trends of the Art World.

After more than 20 years’ experience collectively, within the art world, she founded her own advisory firm, ISA Art Advisory® in 2013. Being widely respected in Indonesia and Singapore ISA Art Advisory®, aims to aid buyers, sellers and collectors to approach the art world with ease and to build collections that will retain value over time.

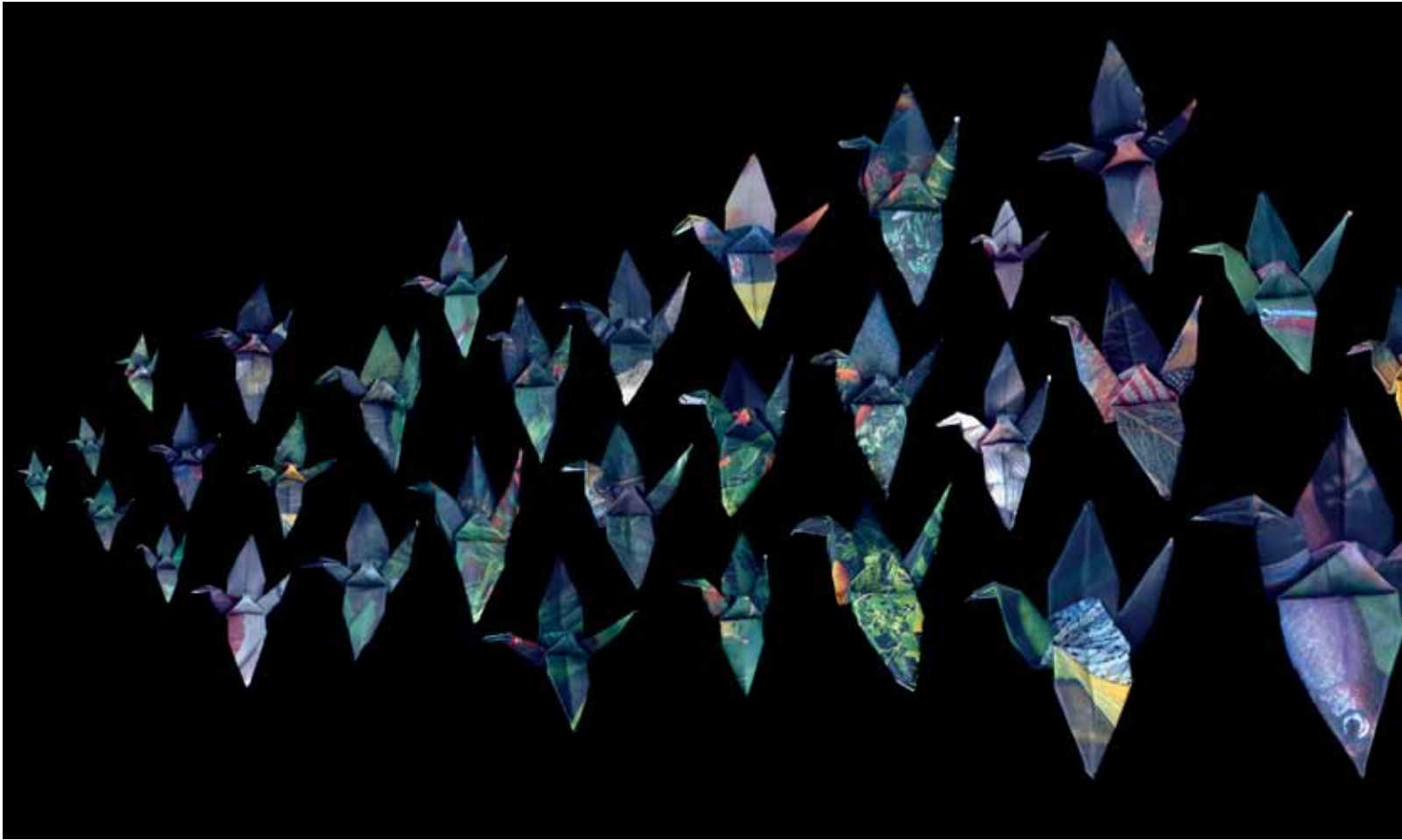
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### ART & TECHNOLOGY FROM OPPOSITE PAGE

—  
 “Electronic Superhighway”  
 by Nam June Paik

—  
 The Hunter (2014) by Angki  
 Purbandono  
 Image courtesy of Angki  
 Purbandono

PHOTOS COURTESY OF ANGKI PURBANDONO; SOTHEBY'S (FAR LEFT)



the beginning of art and technology. Paik continued experimenting with sound and technology for the remainder of his life. In 1974, he was credited with coining the term “information superhighway”.


Damien Hirst, the British artist, entrepreneur and art collector, challenged the method of creating paintings with his spin and spot artworks descriptively referred to as “spin paintings”. He envisions an imaginary mechanical painter who can produce art to precision by altering the colors and the motion of the machine. The spin paintings trace back to his childhood where at the fair, anyone could be an artist by applying the colors and the mechanical spin process.

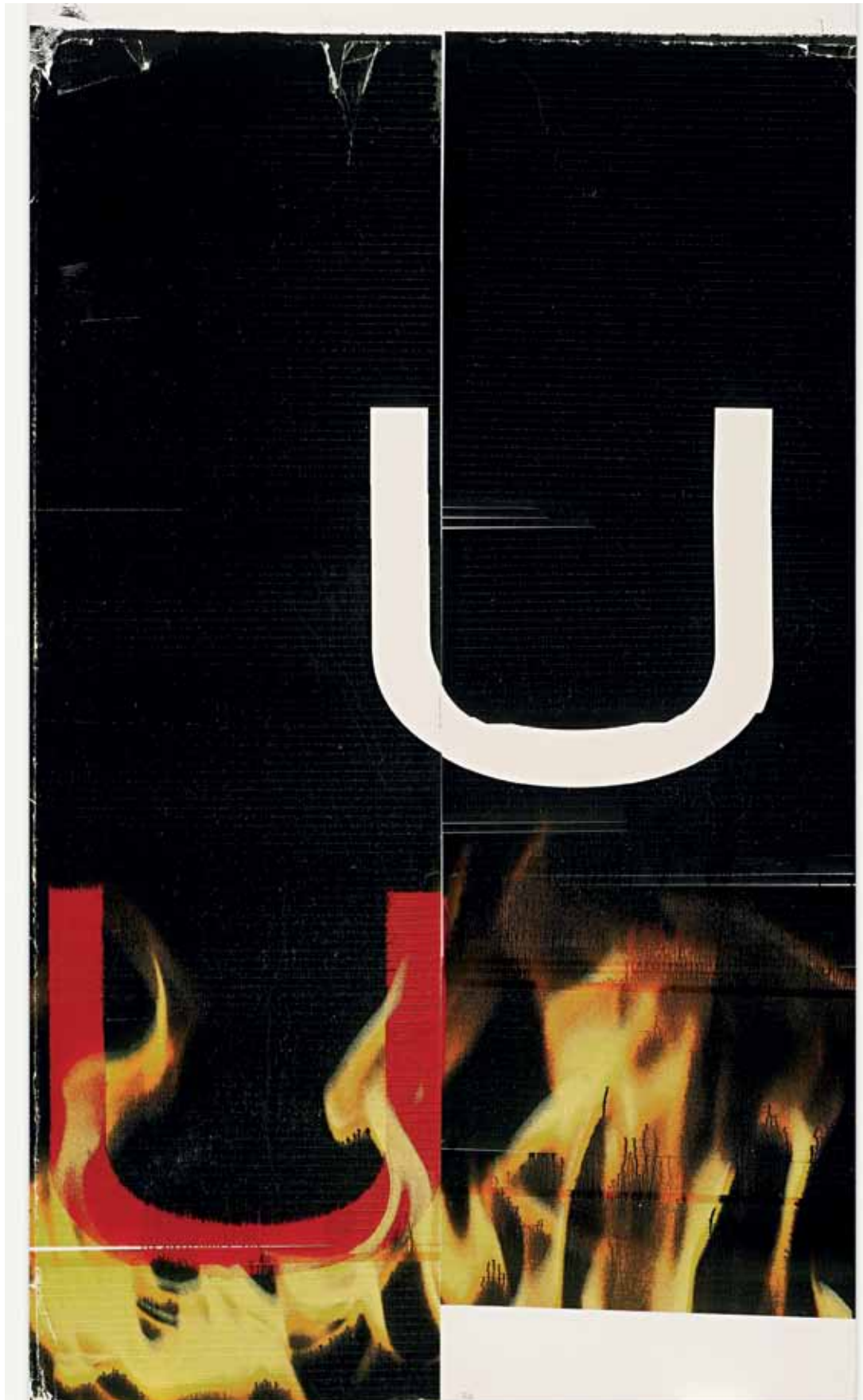
It has become evident in the 21<sup>st</sup> century that our lives are saturated with technology. From computers, hand-phones, Ipads and electronic gadgets artists can select from a myriad of tools



and technologies to create art. The term “post conceptual art” was coined to refer to the idea that the concept or the meaning of the artwork is more important than how it is executed. For example, Wade Guyton has

invented a new medium in art by using Epsom printers to make digital paintings on canvas. Using scanners and digital ink-jet technology his work can be considered an approbation art or abstract art through the use of new technology. His prices at auction have skyrocketed, reaching a world record price of almost \$6,000,000 at Sotheby’s in May 2014.

In Indonesia, we have several examples of art and technology. The most prominent is Angki Purbandono, who uses scanology to create photography. He creates artwork by reproducing objects from a flatbed scanner. He then arranges the images in a light box, which creates an unusual luster. The use of computers to create art is now considered an acceptable art form. The value of the art in the idea or concept for the artwork versus the method of creation. Although locally we still have much room for appreciation before we reach the heights of the international market. 



**ART & TECHNOLOGY**  
CLOCKWISE FROM LEFT

- Untitled by Wade Guyton
- A spot painting by Damien Hirst
- Autumn Migration (2013) by Angki Purbandono