



# DIGITAL GRAFFITI

MAY 17-18, 2019

Select Page



## Meet the DG2017 Artists

Mar 27, 2017

Each week, we will highlight the participants in Digital Graffiti 2017. Join us and learn about these incredible artists from all over the world and what informs their artwork. This week, we've got Q&As with James Pricer from Austin, TX, and Mark Regester (St. Louis, MO) and Dave Madden (Salt Lake City, UT) of Nowhere Mountain.

**Artist:** James Pricer

**Location:** Austin, TX

**Project title:** "Inherit"

**Website:** [jepricer.com](http://jepricer.com)



How much technology is required to create your work? If you didn't have it, how would you produce it?

My artwork uses computers and data to augment my own aesthetic. I use Microsoft Excel, Oracle MySQL, Processing, Garageband, Motion (like After Effects), and Final Cut Pro. This does not include the source of the data, tracking bracelets, DNA labs, etc. I could not produce my work without this technology.

**What else can you tell us about your work, for example your use of color (or lack of), rhythm or visual texture?**

The data that I collect are the drivers of my colors, shapes, shape screen locations, and camera perspectives. I pass data through algorithms that I write, so I can tweak this, but I try to let the data talk as much as possible. The rhythm of my videos is about patterns, then outliers, then new patterns incorporating the outliers. I also use a great deal of order and chaos. The visual texture of my videos is accomplished with layering. The amount of layering depends on the subject matter of the data, for whom the artwork is being created, and an iterative process that adds and removes layers based on what it looks like and what I am trying to convey. Like a director, I do program graphical shapes and animation, but ultimately the work is performed by the data of human life.

**What do you find most remarkable about projected art?**

I like that with projected art, there are multiple realities and multiple levels of reality happening at the same time. This fits in nicely with my work because the viewers are seeing and hearing their own patterns as they watch and listen to the patterns I present, and these multiple realities merge and clash in interesting ways, forming new patterns, new realities.

**How do you see expanding your use of projection for your art?**

I would like to find a VJ at this event who would be interested in working with me to submit a response to a yearly RFP by CERN, the Large Hadron Collider folks. I have done many videos and prints from the data output of the LHC, and I would love to extend this work by adding video projection mapping and by spending time working with the scientists at CERN, which is possible with this RFP.

Just as working in print medium affected by approach to video making and content, I expect projecting my artwork will open new creative possibilities.

**Artists:** Mark Regester and Dave Madden of Nowhere Mountain

**Location:** St. Louis, MO (Regester), and Salt Lake City, UT (Madden)

**Project title:** "FLAG"

**Website:** [facebook.com/Nowhere-Mountain-1468679976756538](https://www.facebook.com/Nowhere-Mountain-1468679976756538)