

*C'est pas la vie, c'est toi
Cherie*

Solo show by Julia Geiser

La Nit de l'Art 2013

19th September

20.00 – 22.30



Louise Broke, 2013

LA CAJA BLANCA presents:

La Caja Blanca is pleased to present Julia Geiser's first solo show in Spain. Geiser's works grow out of found images that "wash ashore" onto her personal digital micro world, or *filter bubble*. Geiser re-contextualises these images by slitting and slicing them like a horticultural botanist pruning off a shoot from one specimen and grafting it onto another. In thus doing, she creates, new microcosms, with their intimate narratives.

Artist: Julia Geiser

Exhibition dates: Through to December 2013

Address: La Caja Blanca, Calle Can Verí 9, Palma de Mallorca 07001, Baleares, España.

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About the exhibition

Geiser's world strikes the viewer as a kaleidoscope of stories, parallel realities and historic moments engineered into a new space. Her field of action – the virtual galleries she grew up exploring and creating – evolve in parallel to the traditional white cube (a physical space or *temple* where visitors come to admire art). Geiser's works rarely breach the gap to enter the physical world, so issues which challenge the art establishment such as ownership of rights, proprietary information, etc appear archaic and obsolete. "Digitalism is natural to me, because I grew up in the digital galleries", free from such restrictions, the resulting work flourishes and disseminates in a fertile territory which the art establishment feels uneasy with and tries to ignore. The resulting works emanate "a joy about the pics I find on the internet", and quite unwittingly, lift the veil off some of the most daunting questions about art-making and the commercial mechanisms which govern artistic production today. Created and produced in digital form, Geiser's works need not breach the barrier to the physical world in order to reach audiences. Indeed the exhibition at La Caja Blanca is the first time Geiser's work will be presented as a solo show in a traditional art context. The artist and curators will discuss the challenges inherent to taking a digital piece of work to the physical world, and the conceptual implications of doing so during an artist talk for which will take place on Friday 20th of September 2013. Visitors who wish to join the artist talk are welcome to reserve assistance by contacting the gallery.

"1 of Infinity", alludes to the practice of producing limited editions of images in order to artificially control supply and therefore manipulate price in the art market. Geiser's images are conceived to facilitate breach of copyright, to be copied and reproduced, modified, manipulated and transformed by third parties. The artwork purchased by the collector is transferred to the legal owner in the format of a master digital file. A unique certificate of authenticity printed on archival paper and signed by the artist accompanies each edition. Once acquired, the digital file becomes the exclusive property of its owner; and thus may be printed, modified, or reproduced by its legal owner as many times as required, in the desired media, size, and format of choice.

Geiser's practice illustrates the paradigmatic shift currently taking place in the art-market and the rupture with existing art-world mechanisms which allows the artist to access broad audiences far beyond the scope of traditional art-world intermediaries such as galleries and museums.

Moreover, the propensity to travel through viral mechanisms, subverts the barriers established by *Filter bubbles* (the algorithms which separate users from information that disagrees with their viewpoints effectively isolating them in their own cultural or ideological bubbles), and opens hidden trap doors into a seemingly impenetrable eco-system of bespoke information.

Geiser belongs to a new breed of artists who are using new media, innovative means and the alternative strategies, which pose grave challenges to the traditional art world and accelerate a paradigmatic shift which questions the role of galleries and museums as valid intermediaries between audiences and artists. Her works not only defy the limitations and archaic pretensions of those who wish to enforce traditional copyright laws onto the digital realm, they also challenge the mechanisms which advertisers, and internet service providers have put in place in an attempt to manipulate individual thought by engineering access to

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information. This is a new kind of activism and collective intelligence that unsettles the status quo and raises poignant questions for gallerists, curators, art producers and collectors alike.

Biography: Julia Geiser (1987, Switzerland) lives and works in Bern, Switzerland. She has worked in the fields of theatre, art management, marketing and PR. Currently a student at Institute HyperWerk, Geiser is studying art and design, performance, nomadic arts management and social-political activism. Her fields of research include the notion of the "Filter Bubble", coined by the activist Eli Pariser (founder of MoveOn.org and Avaaz.org) according to which algorithms act as barriers to information that disagrees with users viewpoints, progressively isolating users in bespoke cultural or ideological bubbles.