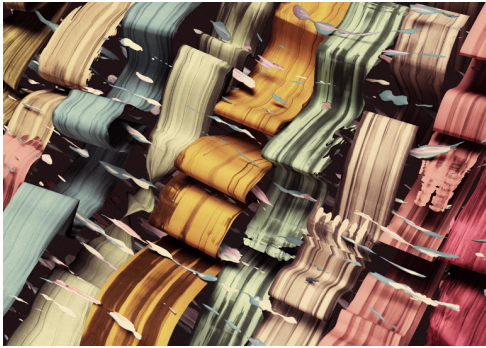
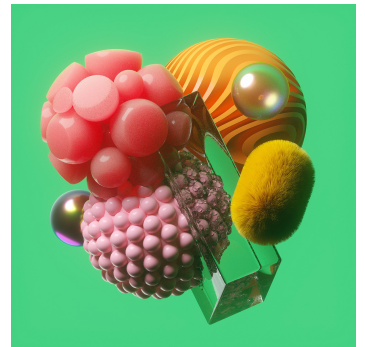


Artist Exploration in Digital Media



One Digital Media Artist whose work I admire is Santtu Mustonen. I discovered this artist via Instagram. I enjoy his work because it has a real illustrative, imaginative feel that is conveyed in a large scale. He has a good, playful use of texture. According to an interview on *Ligature.ch* conducted by Dennis Moya, Mustonen's process begins with a state of constant movement and awareness for the experiences and situations around him as well as a fascination with nature and general science. Mustonen creates patterns with everyday objects. A beautiful still example of his is seen at the left. From a graphic design aspect I

like how he creates work that is beautiful and can stand on its own, yet can also be used in a commercial setting. When I discovered his work he was working on a collaborative for Vans shoes but he also has done work for a ballet. I think his work is important because he has found a way to streamline digital art into real life similar to how integral technology has become in our everyday lives. I like that digital art is often fused with dance.



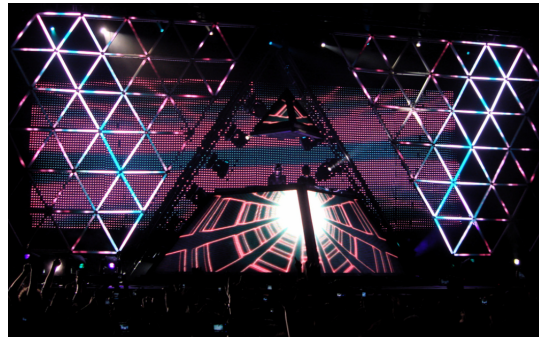
Another great Digital artist I have discovered is David McLeod. He is an artist from Australia whom I have also discovered via Instagram. I like how he incorporates 3D work with CGI and Typography. His work has a lot of weight to it. I like the feeling in his work on the right. I feel as though a lot of his work has a very realistic still life quality about it.

What I really like about Digital Media Art is Projection Mapping. I have seen people use it for their homes during the holidays but one of my favorite I saw on Youtube by a group featured by Creators Project called Bot & Dolly. Its entitled "Box." It basically is a dark room with a human manipulating a screen in sort of a magical way (see right and down.) I love how Digital Media Art adds movement and a sort of mysticism to inanimate objects.

I think historically humans have also always had this fascination with New Media and Digital Media ties into



that. From Peter Gabriel to Daft Punk (at right), I think artists have been playing with digital and video art for a long time. In our contemporary time, we can use Digital Media to make a statement on our modern culture. I think much of Digital Art is very futuristic, yet spontaneous. Some of the performances feel like “happenings,” and Dadaism yet is not completely the case with much of the work being meticulously planned through every detail. Recently, I went to a SIA concert and the opening act Miguel very much used projection mapping to orientate a certain “mood” around him.



Works Cited

Box

TheCreatorsProject - <https://www.youtube.com/watch?v=IX6JcybgDFo>

David McLeod on Behance

Behance - <https://www.behance.net/davidmcleod>

New York City Ballet Taps Santtu Mustonen for Art Series Program

Rosemary Feitelberg - <http://wwd.com/fashion-news/fashion-scoops/new-york-city-ballet-santtu-mustonen-for-art-series-program-10736701/>

Santtu Mustonen – Interview

<http://ligature.ch/2012/02/santtu-mustonen-interview/>