

apexart

2017-18 UEP Proposal

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Rendered Cities. A tale of digital reconfiguration.
submitted by: ANGL Collective

In a society obsessed with the visual, there is an increasing tendency to mistake good images with good architecture. Even real buildings tend to imitate the aesthetics of digital architecture, leading to a hyper-real experience of physical spaces. In the current regeneration frenzy, the real estate market has a strong stake in this trend as global cities become overpopulated with luxury housing and exclusive working spaces advertised through glossy billboards, in striking contrast to the raw construction sites they overlook.

The exhibition will be built up throughout its duration: we intend to begin with an almost empty space and then build up to include physical works by five artists who explore the visual language and ideology behind the marketing of luxury property and development plans.

Through her large scale installations, Felicity Hammond constructs hyper-real environments, borrowing the indeterminate nature of virtually rendered luxury, while Laura Yuile's sculptures and performative practice mocks the marketing of generic stock photos and computer-generated images advertising luxury properties, while drawing upon issues of privatisation of public space and demolition of buildings to make space for sanitised architectures. Max Colson's practice reflects on advertising imagery used to market privatized urban public spaces to the public, to emphasize how such scenes often promote these areas as utopian and inclusive social environments, despite their being highly surveilled and regulated. Lawrence Lek creates digital environments often based on real places, reflecting the impact of the virtual on our perception of reality. Katy Connor's app lets it users trace the invisible flows of digital signals that bounce off of architectural structures, while her video work and prints show the imperceptible digital mesh that surrounds us.

'Rendered Cities' will be accompanied by a public programme of screenings, artists talks and performances all involving the participating artists and leaving physical traces in the evolving space of the exhibition.

By turning the exhibition space into an ever-changing construction site, we aim at creating a space for research, understanding and engagement surrounding the tendency of digital architecture that is drastically transforming cities all over the world into homogeneous rendered spaces.

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