



Matthias Brown, still from *Quadline*, 2016.

ABOUT MANA BSMT

The Mana BSMT is a collaborative hub for artists, with private and semi-private studios, and an open-plan workspace. Occupying the entire lower part of Mana Contemporary's headquarters in New Jersey, half of this 100,000 square foot space is reserved for BSMT and Mana Residencies. The other half is available for rent to outside artists who seek a community experience. The BSMT Residencies are six-month stints curated by guest artists as part of an experimental initiative to foster collaboration. Participants are encouraged to curate their own programming, shaping the culture of the BSMT. For more information, visit manabsmt.com.

ABOUT GIPHY

GIPHY Arts expands the prominence of the GIF as an artistic medium and for-mat by directly engaging and commissioning artists, creating new distribution possibilities, and pioneering new technology. For more information, visit giphy.com.

MANA BSMT AT MANA CONTEMPORARY PRESENTS

SURFACE

FIVE RENOWNED GIF ARTISTS PRESENT NEW EXPERIENTIAL WORK, CREATED EXCLUSIVELY FOR MANA BSMT. JANUARY 21, 2017 – MAY 31, 2017

JERSEY CITY, January 12, 2017—Mana BSMT is pleased to present *Surface*, a group exhibition opening in the new 3,000 square foot gallery. A public opening reception will be held Saturday, January 21, 2017, from 6PM to 10PM.

Surface features pieces by five Mana BSMT Residents who work primarily as GIF artists: Matthias Brown (Traceloops), Sam Cannon, Julian Glander, Thoka Maer, and Hayden Zezula (Zolloc). Until now, their artwork has been created for and seen on screens, and shared across social platforms; each has amassed thousands of followers, and collaborated with major brands and institutions. This exhibition is their first exploration into creating work that can only be experienced in a physical space: sculpture, installation, performance, and gaming. By eliminating screens and creating site-specific experiences, this exhibition illustrates a collective surfacing from the digital to the physical realm. *Surface* is sponsored by GIPHY Arts, a division of GIPHY which seeks to elevate GIFs and internet art into the context of fine art.

—Matthias Brown's *Falling Faces* explores physicality and process, as well as positive and negative space, using projection, shadow, and live painting on a free-standing screen. The piece seeks to highlight what is often seen as the shortcomings of production, showcasing these aspects of the process and using them as integral parts of the final work.

ABOUT MANA CONTEMPORARY

Founded in 2011, Mana Contemporary is a leading arts destination dedicated to celebrating the creative process. Headquartered in a former tobacco warehouse in Jersey City, Mana unites artists' studios, exhibition spaces, and ancillary services in a single location, facilitating conversation and collaboration among its burgeoning creative community. Together with its sister campuses in Chicago and Miami, Mana serves as a lively center for all members of the art world. Mana Contemporary is home to the Richard Meier Model Museum, Ayn Foundation, the International Center of Photography, The Florence Academy of Art, Gary Lichtenstein Editions, Eileen S. Kaminsky Family Foundation, Armitage Gone! Dance, Keating Foundry, Shen Wei Dance Arts, Mana Urban Arts Project, and many others. For additional information, please visit manacontemporary.com.

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- Sam Cannon's work explores the way we consume images of women's bodies, and the dialogue between digital art and art in the physical world. Her interactive piece, *Self Preservation*, is a life-size sculpture of her body cast in soap. A computerized shower system is triggered whenever the exhibition hashtag #SurfaceBSMT appears on social media: while we are invited to share the work online, we also contribute to its physical decay.
- Julian Glander created an interactive gaming piece entitled *Kwurdy*. A room-sized, expressive blob on a screen responds to human input through a confusing controller interface. Glander's work explores form and formlessness, and how we use these to express our emotions.
- Thoka Maer's *Fig.8* combines dream-like animations projected on a three-dimensional plane of geometric shapes, suspended by acrylic glass panels. Her work is a surreal exploration of the concept of vagueness through space and time.
- Hayden Zezula (Zolloc)'s *Emit* consists of a 6 x 6 x 6 feet translucent paper cube, mounted from the ceiling on top of a 18 feet platform with a central pit, giving the illusion of being endless. A digital animation illuminates and activates the cube. This play of depth and light mimics the surreal environments that exist in his digital 3D work.

#SURFACEBSMT



This exhibition is sponsored by GIPHY Arts.