



The Green Gallery 1500 N Farwell Ave Milwaukee, WI 53202

JOEL HOLMBERG – BASELINE

I've begun to find new ways to expand the painting process I developed for painting the browser window. Originally, I was sending a highly refined map of an image through the vinyl cutter, using that vinyl to mask out shapes, and then applying layers of oil and acrylic paint by hand. Now, I've begun processing images into an audio signal and sending the sound files directly to the vinyl cutter. I have replaced the blade on my vinyl cutter with markers and paintbrushes. I am now able to plot color directly onto a surface. The image that emerges is rendered sound waves, a materialized radio communication. I've included an image of a new drawing I made using this process, "Vendetta", 122 x 76 CM (print on canvas made by sending an audio signal through a pen plotter).

My interest in this engineering-based approach to painting grew out of my interest in the internet. When the Snowden NSA revelations came out, I began to wonder what "bulk collection of surveillance data" would look like. After asking that question, I became an amateur radio enthusiast and began scanning the radio spectrum, tuning into electronic signals using antenna and computer software. This developed into an understanding of communication networks and signal processing. Over the past year I have been encoding images into audio signals and analyzing the signals to create new compositions.

I have been treating my own artist portfolio site as a work in itself since before I began this new body of paintings. Ubiquitous website landing pages and animated slideshow carousels make sense as containers for my observational humor. Responsive design embodies the American entrepreneurial spirit. It is rooted in the philosophy of manifest destiny and embodies the changing nature of the Internet from democratized to aspirational. Part of this aesthetic is to assume an Emersonian grandiosity, self-reliance and gracious leadership. My writing resembles the self-legitimizing language of marketing.

My website paintings anticipated the current moment of reckless political leadership. It would feel glib if I were to keep developing the same work now that the leadership crisis is so much a part of our daily lives. I am working to analyze the physical characteristics of the bit stream and keep up with the pace of the communication networks that I am exploring.