BRIAN C RESSLER

Artist Statement

As a Digital Media Artist, I have discovered that creating content is not simply about commercial gain, rather it is about how you can bend technology to its limits, to make a project with a lasting impact. This includes addressing narratives, and issues that art has uniquely attempted to address across eras. It is my goal to use my medium, digital art, as a means to have these conversations. While part of my goal is to use my commercial experience as a means to improve, and build on my aesthetic, my aim is to tackle projects in the future which challenge the traditional uses of technology.

Developing an artistic methodology for myself has been something of a self-discovery process. I once considered myself to be someone who would only use technology for utilitarian means. I however discovered the importance of visuals, interactivity, and the placement of certain elements in a composition. In essence, the overall experience.

With regards to my actual process, I like to mentally visualize the colors, and the atmosphere that I want to convey, and a general idea of the message before I even build the project. Then, I get to actually experimenting with certain tools for the project and experimenting with concepts that can only be done with attempting to create something. From there, my own goals are made clear, and I can refine the message that I may have originally had in mind. I then proceed to finish the specific visuals, and functionalities that my original attempt may have overlooked, and even improve upon my original aesthetic.

For future pieces, I would like to take a focus on concepts of emerging technologies such as artificial intelligence, gene therapy, body modification, and other controversial concepts unique to humanities future. I am challenging the consumerist mindset that we can simply take these technologies for granted. Many of works are also commercial, and I see these projects an opportunity to become much better acquainted with my more specific medium, which is Net Art.