

2019

MILANO

URSA SCHOEPPER

M.A.D.S.

ART

Mediator Advisor Dealer Seeker

URSA SCHOEPPER

"You can drink the images with your eyes"
(Max Ernst)

Nowadays the use of images, defined by a set of continuous references and contaminations, can be lethal. The huge number of photographs, in fact, threatens to push people away from both the essence of things and a culture of the object. Add to this the fact that every day millions of people feel victims to multiple images that come from a street advertising billboard, a printed or online magazine, a website, a Facebook page or a social profile, the game is done. If they are displayed superficially, the images instead of conveying a message, a knowledge or a content, are subjected to a reverse and unavoidable phenomenon: they lose their intrinsic value. And thus, the German artist Ursa Schoepper deals with this problem identifying a very personal artistic path: she develops works of art by mixing the image - the photographic material that refers to concrete and real facts -, with the mathematical language of pure abstraction. In this way, the artist wants to pay more attention to both the creative value of the project and the necessary creativity for the realization of an artwork. "Ball Saison", "Camel Racing" and "Color Interaction" are some of the artist's works. In particular, the work named "Ball Saison" seems to want to recall a different culture from the Western one: it could be the African culture, for example, known for its pure and vivid colors, typical of its Earth. According to that, the extravagant pose of a foreign woman who wears a traditional garment in an innate elegance, the strong contrast between red, orange, yellow, blue and the dark black of the surrounding environment, are all elements that immediately capture our attention. Through this artwork, the artist refers to the link between the past (photography) and the present (technology), showing us a virtual space in which the unknown future (black) predominates. Even the work of art "Color Interaction" has vivid colors and recalls to the work analyzed above. In this case, the artist seems to want to mock the advertising activity, placing greater emphasis on the potential of color. Although they are different from each other in genre and purpose, both artworks recall the art of Domenico Sciajno, who has been exploring the possibilities offered by the use of computers and electronics in a musical and visual-performative field. Unlike the previous ones, "Camel racing" is an abstract idea of a camel, in which the entire composition moves in an electric blue space that is not recognizable, except for a well defined half-moon. In other words, the Ursa Schoepper' art is unique and dynamic and combines the photographic technique with the potential of new technologies in a completely natural way.

Chiara Marin Art Curator

BALL SAISON



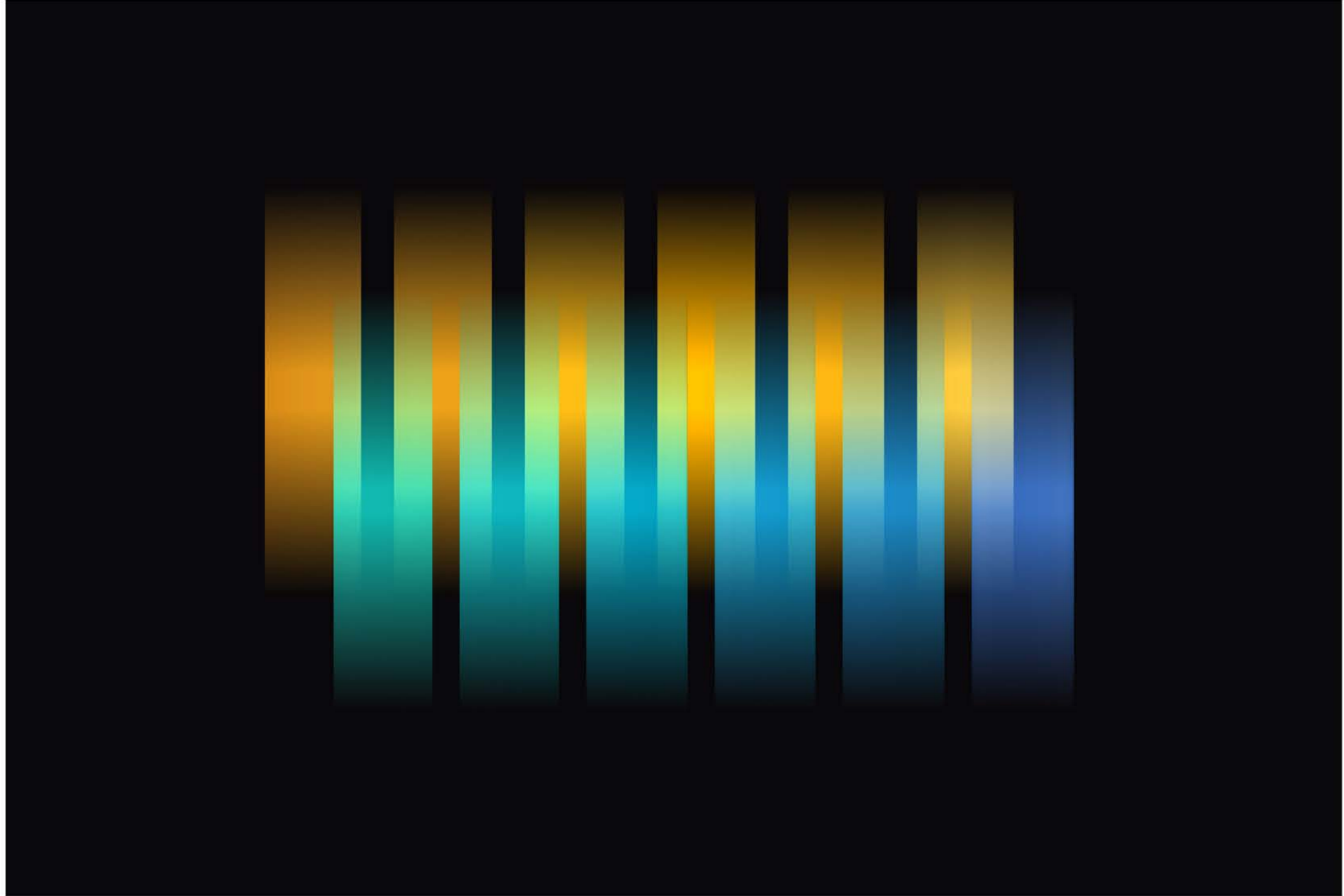
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CAMEL RACING

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