

SPECIAL EVENT

YUGEN

LACMA

Film Screening | 11 am–8 pm
Martha Fiennes and Julian Sands in Conversation | 6–7 pm

Friday, February 15, 2019
LACMA | Bing Theater

Yugen is the title of a new moving-image artwork by Martha Fiennes, film director, writer and artist. With the actor Salma Hayek Pinault characterised as the dominant visual presence and muse to the artist, Fiennes explores the boundaries of a radical new media in which art and AI are combined to fuse new possibilities of creative expression. Through technique and subject matter, Fiennes create a dramatic and unusual evocation, stimulating worlds of the subconscious mind.

The ground-breaking work represents a further development of the SLOimage™ media, developed by Fiennes with her producer Peter Muggleston. Her debut work in this genre, *Nativity* (2011) has been exhibited at the V&A, the National Gallery, Sotheby's London and Paris, the Venice Biennale 2017 and The Hermitage Museum in St Petersburg, December 2018.

Yugen premiered at the 75th Venice Film Festival and was exhibited at the Palazzo Grassi Museum, September 2018. This screening of *Yugen* at LACMA sees a continuation of the successful collaboration between SLOimage™ and Gucci following the London preview at the The Serpentine gallery, hosted by Hans Ulrich Obrist and Yana Peel to coincide with Frieze London, September 2018.

Martha Fiennes brings to her art a substantial experience of filmmaking and visual effects technology to create dynamic works which are able to perpetually self-generate in a continuous, non-predictable 'random' cycle. The combined hybrid media utilises generative computer coding technologies to enable a continuous, self-selective visual display. The experience is further amplified by a hypnotic music and sound score written by the composer Magnus Fiennes.

By combining coding instructions with pre-rendered imagery, Fiennes enables video and audio layers, to be selected at random and in 'real time' from a substantial database of original imagery and recorded sound. The works are consequently liberated from the traditional prescribed linear format as narrative control is relinquished to the computer engine which powers the work. Each viewing experience is consequently spontaneous and unique.

In *Yugen*, the evocative visual experience is resonant of a language of dreaming, hallucinations or out-of-body experiences. Through technique and subject matter, Fiennes creates a dramatic and unusual evocation, stimulating worlds of the subconscious mind.

Visitors are encouraged to come and go as they please since the work generates continuously, with no start or end time.

"I think that there are occasions when technology can subconsciously connect you to something inside yourself. Yugen is 'art' that speaks of the subconscious and a conversation between spirituality and technology."

Salma Hayek Pinault

"I am greatly honoured to have been invited by Michael Govan to exhibit Yugen at LACMA during Frieze LA. It is a privilege to have the opportunity to continue the collaboration with GUCCI for the American debut of Yugen at this globally prestigious contemporary art museum."

Martha Fiennes

Media Inquiries:

Lyn Winter Inc.
lyn@lynwinter.com
213 446-0788

General inquiries and international press:

Amy Long
amy@longelgar.com
+44 (0)7966 338778

Laura Elgar
laura@longelgar.com
+44 (0)7788 722196

Yugen was produced by Tendercapiital and CEO Moreno Zani. Producer Peter Muggleston.

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This event was made possible by support from

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For more visit yugen.art