

Press Release
September 7th 2011

Robert Seidel: **scrape**

New film for Seoul Square Media Canvas – 99 x 79m in size

In Seoul until September 27th 2011



From 21th June until September 27th 2011 the **Goethe Insitute Seoul** and **Gana Art Center** present **scrape**, a new motion painting for the Seoul Square Media Canvas by the German Artist **Robert Seidel**. [The documentary video of the exhibition and the artwork itself is now available online on Youtube and Vimeo.](#)

scrape

Robert Seidel

Germany / South Korea 2011

Original Dimension: 99 x 79m

Experimental film

Media Façade and HD version, 2:50 min

Video Robert Seidel www.robertseidel.com

Sound Rafał Stachowiak www.stachy.biz

Commissioned by Goethe-Institute Seoul and Gana Art Center
Exhibition German Media Art on Seoul Square Media Canvas
5th April to 27th September 2011
Seoul, South Korea

Concept

Seoul seems to be a glowing, crystal-like urban canyon, each chasm illuminated and infinitely reflected in flat facets of glass. The film **scrape** shows abstract formations that are scraped and cut out of the missing darkness of the city. They reveal a light volume overcoming the flatness of the façade by breaking into the space from the front or dissolving it from behind.

In its slowly evolving, almost biological structures the work is reminiscent of deep-sea creatures. These complex life forms try to attract their prey with emission of light, so-called bioluminescence. In this case the “prey” is the potential audience, who nearly lose sight of the nearby billboards and city lights as they follow a hypnotic contrast to the pulsating city life of Seoul.

scrape uses a colour palette of warm shades of blue, red and green which originate from the defined raster of neutral light sources of the media canvas. The moving afterimages painted in pure light extend over the orthogonal framework of the façade, providing a view into a stream of forms and colours. Voluminous black spaces divide and separate the scene into ever-changing ambiguous sculptural formations. With their constant process of growth and decay into darkness they seem to exist in the flat surface and the spatial depth at the same time.

Overall the film maps the fluid dynamics of the inner forces of an organic structure, recapturing and quieting a world agitated by technology.

Biography

Robert Seidel (1977) began studying biology at the Friedrich Schiller University (Jena, Germany) and finished his media design diploma at the Bauhaus University (Weimar, Germany). His films have been shown in a museal context at ZKM (Center for Art and Media Karlsruhe), MOCA Taipei and Royal Museum of Fine Arts Antwerp as well as hundreds of festivals (Prix Ars Electronica, onedotzero, DOTMOV, IFF Rotterdam, EMAF), galleries, magazines, books and TV programmes worldwide. New works were presented in Milano, Los Angeles and Altenburg this year.

Press Material

Thank you for your time and interest in Robert Seidel's work. For more information and images please contact us and feel free to download and share the press images and video links.

Artwork & Video Documentation

Website <http://robertseidel.com/scrape.211.0.html>
Vimeo <http://vimeo.com/robertseidel/scrape>
Youtube <http://youtube.com/watch?v=w53zXWcENYM>

Goethe-Institute Seoul and Gana Art Center

Goethe <http://www.goethe.de/ins/kr/seo/ver/de7333262v.htm>
Gana Art <http://ganamplanet.com/index.php?/project-2011/german-media-art/>

Download Press Images (300dpi)

http://www.robertseidel.com/scrape_press-images_robert-seidel.zip

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