

the creators project

Hayal Pozanti: "Abstract Paintings Bring Sculptural Data to Life"

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Already Actualized Grey—Animated GIF, infinite loop, 2016.
All GIFs and images courtesy of the artist and Jessica Silverman Gallery

Bridging the gaps between the analog and digital realms, Hayal Pozanti's encrypted compositions reveal a new approach to dissecting the technology in our everyday lives. Born in Istanbul in 1983 and based in Long Island City, New York, Pozanti creates intricate paintings and multimedia installations based on algorithms and percentages that correspond to the intricate relationship we have with technology and social media.

"I think of my practice as creating a timeline of curated information that is also fleeting from me," says Pozanti. "I'm interested in creating future artifacts, data that can't be manipulated or played around with. It's like a time-capsule, similar to the Rosetta Stone".

Pozanti's timeless compositions are based on an intricate alphabet called "Instant Paradise," which consists of 31 symbols that are juxtaposed numbers corresponding to diverse data that relates to our interactions with technology. "I'm interested in inventing a parallel world, a complete realm that exists within its own confines but is still relatable to the person who created it," she says.

The creative process fueling her abstract compositions constantly flirts between analog and digital technology, and both realms are able to nourish her expansive body of work that embodies the individual's perspective in a digitally driven society. "Our lives are a mixture of both, we exist in the physical world and in the digital world as well. I feel that the objects I create have to successfully address both realms and be able to co-exist in both planes"

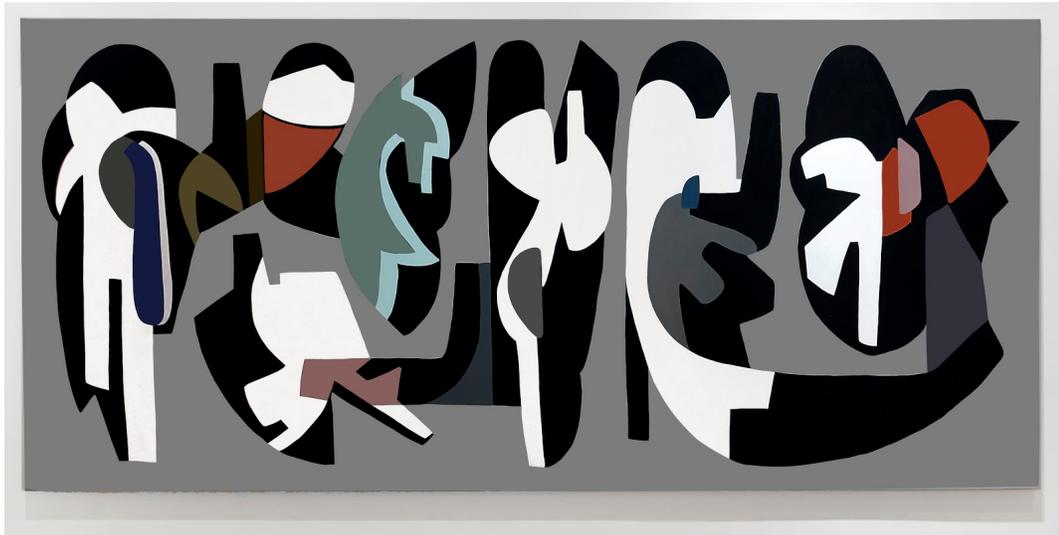
Aside from her characteristic paintings, Pozanti is also known for her GIF sculptures and digital animations. For her first solo museum show, which is currently on view at The Aldrich Museum in Connecticut, Pozanti created an animated version of her "Instant Paradise" alphabet. "The animation is a translation of a conversation I had with a Chat Bot, from English into 'Instant Paradise,'" she says. "When you go to the source-code you can see the translation of the conversation. It's encrypted, if you have the key you can access the entire information."

Steadily positioning itself at the helm of post-internet art, Pozanti's technique seems to find the perfect balance between past and present, through intuitive configurations that hold a deeper

meaning that can only be fully appreciated once the audience immerses itself in her own parallel world.

"I want to distance myself from being machine-like, I want to emphasize that I'm a human being with intuitive qualities. The colors are the more intuitive part of the composition, I like juxtaposing earthy tones with RGB colors that pop out of the canvas".

Pozanti's work is constantly reinventing itself to push the boundaries of what we consider to be technology-driven art; her encoded compositions open the doors of our perception to a new realm where even the most simple of objects can be transformed into an endless source of interpretation for the audience. Be on the lookout for several upcoming exhibitions of Pozanti's work, including The Kitchen's group show "From Minimalism Into Algorithm," which also features renowned artists like Laurie Spiegel, Richard Serra and John McCracken.



ONE HUNDRED TWENTY TWO (number of dreams that a human being has each month). Acrylic on canvas, 60 x 132 inches, 2015



SIXTY SEVEN (milliseconds it takes for the human brain to form a micro-expression). Acrylic on canvas, 60 x 132 inches, 2015



60 (Percent of all remembered events occur during adolescent and early adult years). Acrylic on canvas, 60 x 60 inches, 2016



18 (number of variations in smiles that human beings possess). Acrylic on canvas, 60 x 60 inches, 2015



55 (Percent of total impact of a message is nonverbal). Acrylic on canvas, 60 x 60 inches, 2016