

LUDOVICA CAPORIANCO ART CONSULTING

"The screen generation"

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Tethys Art opens the first season of exhibitions in South Hampton with a show dedicated to two artistic currents that have opened new conversations within the institutional art world: street art and digital art. One of the biggest cultural revolutions of the 20th century has been the creation of mass-culture, and the capability to share ideas and affect political, cultural and social changes through mass-media like television first, and the internet after. The creation of such mass-generated, accepted and politically correct ideologies opened the doors for the development of voices out of the chorus, and thus the so-called counter-cultures started emerging as young individuals looked for a way to express themselves.

Born on the streets of Downtown New York in the '80s, with personalities like Keith Haring using the city as their canvas, street art soon became a synonym of rebellion and counter-culture. Those characteristics are still embodied in the aesthetic of contemporary street artists, but their works have also found recognition on both the primary and secondary market and found their way in the homes of some of the most established collectors worldwide.

While street art has since its inception found its way in museums and institutional collections, the cultural revolution brought by internet, post-digital art and finally the introduction of NFTs into digital art at the beginning of 2021 is still growing. The arm-wrestle between the digital creators that built the virtual infrastructure for this art form to flourish, and the art world that is now starting to wrap its mind around the possibilities presented by this innovation, is ongoing. The exhibition is here to create a dialogue and explore the possibilities for the coexistence of digital and physical art, and to show how innovation and new ideas are the path to the future.