



The Pixelist Blog

Pixelist is a modern take on commissioned art. We handpaint your pixels.

Collaboration with Alex Fischer

Pixelist is proud to announce its first gallery exhibition in collaboration with digital artist Alex Fischer. The exhibit took place at the O'Born Contemporary gallery in Toronto on the 27th of last month. Alex is widely known for transforming his digital images into physical art. He often sketches over prints and integrates cutouts to bring his works to life. Aptly titled " 1,7,6000" the exhibit will showcase his tomato plant image in one print, seven oil paintings and 6000 acrylic sheets.



Fischer commissioned us to paint seven large paintings of his digitally painted tomato plant. He specifically asked for seven different artists to paint them to make sure there were subtle differences in brush strokes and color. The idea is for Alex to display these unique painted versions alongside his print as a commentary on mass production, consumerism and capitalism. The juxtaposition of seven nearly identical, but slightly different, handmade works next to the machine-made print will at very least get his audience thinking about what original really means, not to mention the role it plays in art and modern commerce.

Taking the artsy meta-dialogue on originality and creation to the next level, Alex also presents the tomato plant image broken down into hundreds of miniature acrylic paintings. Each mini painting is a puzzle piece in a montage of the digital original. Alex has already painted several hundred and will commission the rest on demand. His point seems to be to comment on the idea of value in art. Alex's exhibition seems to ask the viewer to judge what is more valuable: the physical effort required to create hundreds of mini paintings; the large handmade paintings; or the original digital idea. We don't have an answer, but we're thrilled to be part of formulating such a fascinating question.



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