

Diaries by Kenneth Pils at Art Nouveau Gallery Tg.Mures

(Reevaluating the image through the random creative process)

Text by Radu Florea, painter, member of UAP Mureş
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We are living times when image is everything. The first impression-which, in the rush after the quickly altering novelty- can also be the last, is one of the „driving forces” of Kenneth Pils, a visual artist from Sweden invited to exhibit today at the Art Nouveau Gallery of the UAP Mures organization.

As common people we are merely speechless in front of the everyday abundant information stream. Instead of the image that speaks more than a thousand words nowadays, a hundreds of images might not say a thing. Or if they still do say something, then it is very rare. It might be the justification for the creative urge of Kenneth Pils that drives him to go back evaluating the image beyond its former meaning. By saving it from oblivion, I quote him now, after consuming the first layers of impression of a usually worn-out picture turning it into a fresh, newborn, artistic image by the creative metamorphosis. Extracting it out of the media flux of the internet, television or cinematography, fields that otherwise, would have been poorer and without a significance.

Diaries- the everyday's art journals of Kenneth Pils- is the outcome of a visual art project proposed by the Swedish artist and accomplished on a daily basis during 2014-2017 along with two other fellow artists from Germany and Austria.

According to his art statement, Kenneth Pils is refreshing randomly selected pictures from the internet, television, movies, digitally processing them into a collage as a visual start in his painting practice by projecting the edited picture onto a canvas in order to give new meanings, or sometimes none, as he admitted, depending on the inspiration at work, thus, maintaining open and fresh to a transformation without a single purpose than the creative act itself. This is enough, by Kenneth Pils, to keep him curious during the process and transforming it into a wonderful experience, I quote him again.

The selection of the images is often done in a non-biographical approach without a relation with his own life, family or friends, trying not to diminish the joy and the freshness of the game, offering him a wide range of interpretations instead of assuming initially, a certain one. The randomness principle is applied according to a database script allowing the artist to stay alive and fresh in the project, while working everyday in an open attitude (you can observe the result of this method in the exhibited works from the upper floor, pictures that were made in April 2014, 2015, 2016 and 2017).

The digitally processed collage of each image is edited in Photoshop, the result is projected on the canvas and painted in transparent tones of colour. The artist uses the techniques ingeniously only as means of getting out of the traditional approach, being instead preoccupied to maintain the freshness of the creative game, as the picture develops into the process. A process by which the newborn images are reevaluated, their significance's appear as well as disappear, ensuring the original touch of the moment. Possible incidents might develop into small miracles that, nonetheless, sustain the conceptual method of Kenneth Pils Diaries.

In the entrance hall of the Art Nouveau Mures Gallery, the communication statement proposed by the artist is taking into account portraits of friends, even one or two self-portraits, composed in a horizontal line in the exhibition, even with movie images randomly selected and transmitting the same interpretative significance obtained by re-evaluating images of our daily

existence. Saving them from oblivion, says Kenneth Pils, extracting them from a worn-out state, offering the chance and the creative process from digital to pictorial, transforming them from simple images into artworks by creative exercise.

Born in 1964, in Jönköping, Sweden, Kenneth Pils is a painter and sculptor with academical art studies and degrees who lives and works in Stockholm. He has plenty of exhibitions in his portfolio, organized in Sweden and throughout Europe in Berlin, Helsinki, Copenhagen, Malmö or Venice. He has several public artworks in Sweden for the last twenty years. He is a co-founder of the international and interdisciplinary art project „Being in the world”. He was involved in managing the Stockholm art scene by running Studio 44, the producers gallery, and he is a member of the Supermarket Independent Art Fair team.

Kenneth Pils: "Any image could become important. If you invest enough time and dedication into it. Then you can find a meaning in everyone."

Radu Florea, painter, member of UAP Mureş