

EQUINOX GALLERY
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Marten Elder: *New Colour Photographs*

April 1st to April 29th, 2023

Reception for the artist: Saturday April 1st, 2 to 4pm

Equinox Gallery, Vancouver

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The works in Marten Elder's exhibition *New Colour Photographs* propose a reconsideration of the way that images are captured and rendered in light of digital technological developments. Using a colour rendering method that breaks the norms of traditional image processing in favour of maximizing the amount of information extracted from the camera, subtle colour relationships are seen more vividly, and new ones are created as the same image is reprocessed multiple times. The resulting photographs appear hallucinogenic and synthetic but are rendered with technical accuracy, while staying firmly rooted in a documentary style description of the world. The artist explains his process: "When I am taking photographs, there is a heightened sense of perception where I am much more aware of colour relationships, and also how the physical world relates to itself and fits together spatially. The camera's raw files have so much information packed into them, allowing me to mine the data by reprocessing the file multiple times with different white points to extract different colour relationships while enhancing the flattening effect that photography inherently has on the world."

The title of the exhibition, *New Colour Photographs*, is a reference to the seminal 1950 photography exhibition at the Museum of Modern Art in New York, curated by Edward Steichen. With a nod and understanding of traditional photographic techniques, Marten Elder is most interested in the idiosyncrasies of the digital camera and the way that its sensor processes information in a fundamentally unique way. Using pictures of the tangible, "real" world, Elder is able to show the limits of a camera's vision and more clearly elucidate how existing colour relationships are formed and understood. Through compositions that accentuate the photographic transformation of space and light, Elder's images offer a renewed way of seeing the world by rebalancing and recalibrating visual sensitivities to colour, form, and light.

Marten Elder received his BA in photography from Bard College, and his MFA from the University of California, Los Angeles. Recent solo exhibitions include *Image Window* and *Perceptual Renderings*, Equinox Gallery; and *New Color*

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Photographs, TIF SIGFRIDS, Los Angeles. He has been included in many group exhibitions, including *After Effect*, Ballroom Marfa, Marfa, TX; *Ansel Addams Family Values*, Arturo Bandini, Los Angeles; *Defenestration*, TIF SIGFRIDS, Los Angeles; *Immitation Rocks*, Noplace, Oslo; *Ensuing Pictures*, Concourse Gallery, Vancouver; and *The Poetics of Space*, Vancouver Art Gallery. He was included in *The Solution is in the Problem* (Don't Call Me a Photographer! C Photo, 2015) and Charlotte Cotton's book *Photography is Magic* (Aperture, 2015). Marten Elder lives and works in Los Angeles, California.