

LAURENCE GARTEL at Galerie zum Harnisch

Art International Zurich, Switzerland - September 21-24th, 2017

Laurence Gartel is exhibiting his well-known and established Art Cars created in 2012. These works were created at a time when Gartel was actually making real life vehicles.

His first creation was commissioned by Tesla to produce the Electric Art Roadster in 2010 during Art Basel Miami Beach. The car received so much attention that it went viral to over 25,000 websites. Since Gartel has produced over "50" vehicles. He was the Feature of the 113th New York International Auto Show in 2013 displaying Art Cars and Motorcycles in his own Pavilion of 30,000 square feet. Last year he was the Feature of the Oslo Motor Show in Norway. The Art Cars both real and imagined are unique objects to themselves. Never seen before brings a new paradigm to the Art world as innovation.

Gartel's latest works are "Self Portrait" 2017 and "Lion Head 2017."

Both equally powerful works in that they profess great power by two very different techniques. In his "Self Portrait" Gartel uses mixed media, combining both paint and computer generated brush strokes in a Die Brücke expressionistic manner. His portrait echoes the intentions of Max Pechstein, Lyonel Feininger, Emil Nolde, Ernst Ludwig Kirschner, Otto Mueller, and Fritz Biehl to name a few. "In the Digital Age one must define and redefine," says Gartel. "Always be conscious of the past and what you can bring that is new." "Lion Head"

2017 has an Egyptian sensibility. It uses precious stones and metal fusing socio-economic status into the image which contributes to its message. Gartel's custom and proprietary software allows him to create imagery that is highly personalized. You know the work is Gartel by its psychedelic structure, thus posing more questions than answers regarding the ancient Egyptian civilization. Were they a society from another galaxy: Highly skilled with "futurism" in their hieroglyphics?

Gartel offers up these questions in all the works exhibited. "The human race" can be "intelligent" if they wish to be," explains Gartel.

"Only the masses agree to dumb down." "Art need not be sheepish."

Bio

LAURENCE GARTEL, is known to the world as the "FATHER" of Digital Art for nearly 40-years. His career started working side by side with video guru Nam June Paik at Media Study/Buffalo in upstate New York. He taught Andy Warhol how to use the Amiga Computer in order to produce the album cover for Debbie Harry (Blondie). Growing up in New York City during the Punk Rock era he was friends with Stiv Bators, Sid Vicious, Joey Ramone, Wendy O. Williams, and exhibited his work with Robert Mapplethorpe. Creating Digital Art before the birth of the personal computer his work has been exhibited with the Museum of Modern Art, Long Beach Museum of Art, Princeton Art Museum, Norton Museum of Art as well as included in the permanent collections of the Smithsonian Institution's Museum of American History, Bibliothèque Nationale Paris and Victoria and Albert (V&A) Museum, London.

Gartel has traveled the world exhibiting and projecting his work in Australia, Spain, Germany, Italy, as well as going to India, creating a Bollywood Music/Video for Universal Entertainment. He has been commissioned to produce artwork on Britney Spears, Justin Timberlake, Red Hot Chili Peppers, as well as for corporations such as Coca Cola, Philip Morris, Walt Disney, National Basketball Association, Gibson Guitars, Bang & Olufsen, and known to most for his ABSOLUT GARTEL ad for Absolut Vodka.

GALERIE ZUM HARNISCH

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As a working Artist 2015 could have been its own book. Gartel was the Official Artist of the 57th Annual Grammy Awards, Los Angeles. He “wrapped” the large-scale, one of a kind Grammy Statue with his Digital Art printed to vinyl right here in South Florida. He was the Artist of the NASA MMS Mission, at Kennedy Space Center, as well as being the Artist of the Newport Jazz Festival wrapping a one of a kind Trumpet to honor the career of Miles Davis. Gartel unveiled the First National State Art Car at the Capital building in Concord with Governor Maggie Hassan, reading letters of Accomodation from the House of Representatives, Senate, and Congress. Gartel partipated in the Los Angeles Street Art Fair creating a commissioned Dodge Viper Art Car and was the Visionary of the 3D Print Conference in Santa Clara. Gartel showcased his 1978 ground breaking “Self Portrait” film at the 7th Annual Cairo International Video Festival. He finished the year creating the Official Artwork for the Monaco International Film Festival.

His concentration the last several years has been focused on Art Cars, the first commission being the TESLA Electric Art Roadster during Art Basel Miami Beach in 2010. He was the “FEATURE” of the 113th New York International Auto Show with his own 30,000 square foot Pavilion in 2013. Mercedes Benz commissioned Gartel to create a very special Art Car to celebrate their “13th Million Friend on Facebook. Gartel unveiled a \$250,000 Renntech Mercedes SL65 V-12 Art Car at Fisher Island Club during Art Basel Miami, December 2014, an Award Winner “Best of Class” at Amelia Island 2015. His “Care-Connect” VW Amarok represents the First Solar Satellite Art Truck. Gartel branded the Oslo Motor Show and produced a BMW Mini LIVE for the Norwegian public in October, 2016. Gartel unveiled an Alfa Romeo “Giulia” Art Car to America in March 2017. His current museum show: “WARHOL vs GARTEL HYP POP” was shown at Palazzo Bufalini, Spoleto, Lucca Center of Contemporary Art and Art & Co, Lecce. Gartel presented his new “300-page” book of the same title with Galerie zum Harnisch during Art Basel Switzerland, June 2017. Gartel will unveil the new Tram Project next year in Basel with the Galerie.

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