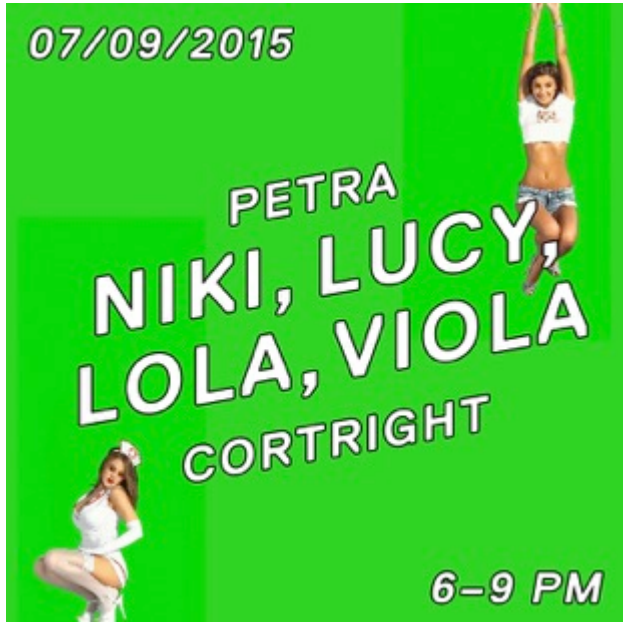


DEPART FOUNDATION

NIKI, LUCY, LOLA, VIOLA
PETRA CORTRIGHT

CASE STUDY: DEPART FOUNDATION - *NIKI, LUCY, LOLA, VIOLA* / PETRA CORTRIGHT



CURATED BY PAUL YOUNG, *NIKI, LUCY, LOLA, VIOLA*, ON VIEW JULY 9 – SEPTEMBER 12, 2015 AT DEPART FOUNDATION IN LOS ANGELES, WAS AN IMMERSIVE VIEWING EXPERIENCE THAT FEATURED LARGE-SCALE FLASH ANIMATIONS, VIDEO WORKS AND ANIMATED DIGITAL PAINTINGS. CORTRIGHT'S INTERNET-INSPIRED ARTWORKS PLAY WITH THE VERNACULAR OF VIRAL INTERNET CULTURE BY APPROPRIATING SOME OF ITS MOST COMMON FORMS AND TRANSFORMING THEM INTO SINGULAR, CAREFULLY ORCHESTRATED, HYBRID WORKS THAT FALL SOMEWHERE BETWEEN IRONIC DISTANTIATION AND THE SINCERE – ITS GENERIC FORMS AND CONTENT FROM ONLINE.

NIKI, LUCY, LOLA, VIOLA FEATURED A SERIES OF NEW VIDEO WORKS AND ANIMATIONS BY CORTRIGHT, COMPILED FROM OPEN-SOURCE, SCREENSAVER SOFTWARE, AND PURCHASED VIRTUAL STRIPPERS. "NIKI", "LUCY," "LOLA," AND "VIOLA," ARE THE VIRTUAL EROTIC DANCERS ACQUIRED BY CORTRIGHT, FROM READILY AVAILABLE ONLINE SOFTWARE, TO POPULATE HER OWN SYNTHETIC AND PAINTERLY LANDSCAPES AND GREEN SCREEN VOIDS. PRESENTED WITHIN AN IMMERSIVE INSTALLATION ENVIRONMENT, WHICH INCLUDED ATMOSPHERIC AUDIO COMPONENTS, THESE WORKS SELF-CONSCIOUSLY OFFER AN INFINITE VIRTUAL REDUNDANCY IN THEIR REPETITION AND ABSENCE OF REAL-TIME.

ALONGSIDE THESE WORKS, CORTRIGHT ALSO PRESENTED A SERIES OF ANIMATED DIGITAL PAINTINGS COMPILED FROM HUNDREDS OF DIGITAL LAYERS. THESE PAINTINGS ARE A COMBINATION OF ABSTRACT GESTURES, MADE WITH CUSTOMIZED PAINTBRUSH SOFTWARE, AND REPRESENTATIONAL FRAGMENTS, CONSISTING OF SAMPLED CLIP ART AND IMAGERY FOUND ONLINE. THE MESMERIZING ANIMATION OF THESE DENSE LAYERS SUBTLY CONVEY THE ARTIST'S MEDITATIVE PROCESS OF "PAINTING," REVEALING THE SLOW ACCRETION OF THE WORK'S AMBIENT SURFACES.

CASE STUDY: DEPART FOUNDATION - *NIKI, LUCY, LOLA, VIOLA* / PETRA CORTRIGHT



GOALS

- INSPIRE DONOR AND COLLECTOR ENGAGEMENT AND CRITICAL RESPONSE TO *NIKI, LUCY, LOLA, VIOLA* AMONG ITS KEY INFLUENCERS IN THE ARTIST COMMUNITY, CULTURAL INSTITUTIONS, AND ART AND LIFESTYLE MEDIA,
- SECURE TARGETED MEDIA COVERAGE AND CONVERSATION ABOUT DEPART FOUNDATION, DETAILING ITS ROLE AND IMPORTANCE IN THE LOS ANGELES AND INTERNATIONAL ART SCENE
- ENSURE HIGH LEVEL ATTENDANCE AMONG THE ARTS AND CULTURAL COMMUNITY AT OPENING EVENTS AND THROUGHOUT THE DURATION OF THE EXHIBITION
- STRATEGIZE SOCIAL MEDIA ACTIVITIES FOR BOTH THE ARTIST'S AND DEPART FOUNDATION'S SOCIAL PRESENCES, TO ENSURE COHESIVE MESSAGING FOR THE ANNOUNCEMENT OF THE EXHIBITION AND ENCOURAGE AUDIENCE GROWTH AND ACTIVE DIALOGUE.

CASE STUDY: DEPART FOUNDATION - *NIKI, LUCY, LOLA, VIOLA* / PETRA CORTRIGHT

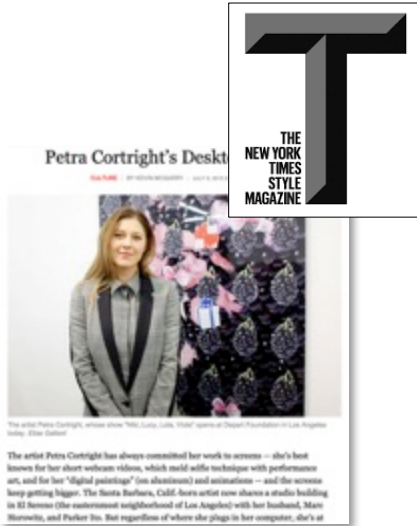


RESULTS

- THE OPENING EVENTS WERE ATTENDED BY OVER 600 IMPORTANT GUESTS FROM THE ART, PHILANTHROPIC, FASHION, MEDIA, AND ENTERTAINMENT WORLDS, EXPANDING THE AUDIENCE REACH OF DEPART FOUNDATION'S INITIATIVES
- HIGH IMPACT PRINT AND ONLINE MEDIA OUTLETS SUPPORTED THE EXHIBITION, PROFILE FEATURES ON PETRA CORTRIGHT WERE PLACED IN KEY INTERNATIONAL MEDIA OUTLETS SUCH AS THE GUARDIAN, PURPLE MAGAZINE, I-D MAGAZINE AND T MAGAZINE
- INCREASED AUDIENCE ENGAGEMENT THROUGHOUT DEPART FOUNDATION'S SOCIAL MEDIA CHANNELS WITH HUNDREDS OF POSTS SURROUNDING THE EXHIBITION AND RESPECTIVE REFERENCE TO DEPART FOUNDATION

CASE STUDY: DEPART FOUNDATION - NIKI, LUCY, LOLA, VIOLA / PETRA CORTRIGHT

SELECT COVERAGE

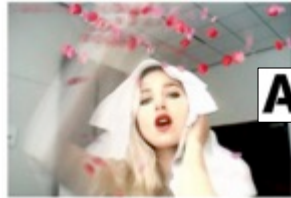


Strippers are raising from the rafters at Depart Foundation in Los Angeles's Sunset Strip. It's not an adolescent fantasy; instead, it's post-internet artist Petra Cortright's *Niki, Lucy, Lola, Viola*, a series of webcam scenes seemingly infected with *VirtualGrl*, a smoky computer culture of strippers dancing across your laptop, peeing sitting up to your toolbar.



CASE STUDY: DEPART FOUNDATION - NIKI, LUCY, LOLA, VIOLA / PETRA CORTRIGHT

SELECT COVERAGE



ARTILLERY

Petra Cortright, all from "NICKI, LUCY, LOLA, VIOLA"

Now 28 years old, Cortright is best known for her candid webcam work; short diastatic video pieces that she began making in the early 2000s and posted freely to YouTube. In these 2-minute shorts, she acts as performer and documentarist, unselfconsciously creating movements, gestures and reactions, often to techno and synth music, all captured in a single shot.

Niki, Lucy, Lola, Viola



Imagine if Andy Warhol had access to Photoshop or Google Image searches. Petra Cortright's "post-Internet" art uses imagery from the Web's fledgling days for her digital paintings and collage videos projected on gallery walls.

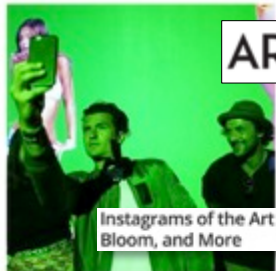
Los Angeles MAGAZINE

ARTNEWS



FLASH DANCERS: PETRA CORTRIGHT ON HER NEW SHOW AT THE DEPART FOUNDATION

Petra Cortright - Flash dancers in the Depart Foundation's new installation at L.A. Depart Foundation, and her all-in-one of Stefan Strykowski's 3D-printed sculpture.



ARTINFO

Instagrams of the Art World: Grimes, Orlando Bloom, and More

Orlando Bloom got depicted in front of Petra Cortright's new installation at L.A. Depart Foundation, and he did so in front of Stefan Strykowski's 3D-printed sculpture.

Petra Cortright: Post-Internet Art in the Social Media Age

Alicia Eler



KCET

the WILD



July 19, 2015

Bringing The Digital Into The Physical:
Petra Cortright's Virtuagirl Art

From the browser to the gallery: Petra Cortright's "post-Internet" art

Strippers are rising from the rifters at Depart Foundation on Los Angeles's Sunset Strip. It's not an adolescent fantasy, instead, it's post-Internet artist Petra Cortright's Niki, Lucy, Lola, Viola, a series of massive screens seemingly infected with Virtuagirl, a sneaky computer program that sends a cadre of strippers dancing across your laptop, peeking from behind emails, or sipping up your toolbar.

CASE STUDY: DEPART FOUNDATION - NIKI, LUCY, LOLA, VIOLA / PETRA CORTRIGHT

SELECT COVERAGE

PETRA CORTRIGHT IS MERGING ART AND THE INTERNET – USING VIRTUAL STRIPPERS

LAWEEKLY

The biggest, longest video in the exhibition shows the strippers exactly as they exist on a desktop. Occasionally, while the video recorded, she would lift a stripper up with her mouse and then let her fall, a feature VirtuaGirl introduced a few years ago, to make the program more "interactive." But otherwise, she doesn't manipulate the scene.

"I've never shown it this purely before," Cortright says. "But just look at it. There's nothing that needs to be done."

Depart Foundation, 9105 W. Sunset Blvd., West Hollywood, through Sept. 12 (424) 302-0068, departfoundation.com.

AUTRE



PETRA CORTRIGHT FIRST SOLO EXHIBITION
'NIKI,LUCY,LOLA,VIOLA' OPENING @ THE DEPART
FOUNDATION IN LOS ANGELES

Depart Foundation presents the first solo exhibition of works by Los Angeles based artist Petra Cortright. Curated by Peter Young, the exhibition art pieces are interactive using experience that feature large scale flat animations, live video works and augmented digital paintings. "We have collected art before a myriad of new other media and technologies," Cortright, created from open source, interactive software, and purchased virtual objects. "Niki," "Lucy," "Lola" and "Viola" are the virtual girls. Digital paintings by Cortright, from Niki's, Lola's, Lucy's and Viola's, to be used for her artwork and artwork includes program screen shots. Photographs in an archive reaction environments about art social interactions. Audio recordings, these were self-recorded when Cortright visited, exhibiting in their respective and respective countries. The exhibition will be open until September 12, 2015 at the Depart-Foundation-Project-Space, 9105 W. Sunset Blvd. Los Angeles, photographed by Oliver Hebert/Kasper



NIKI, Lucy, Lola, Viola

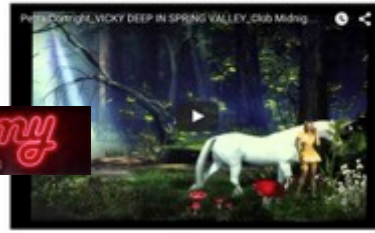
INSIDEHOOK

4. View some stripper screensaver art

"Niki, Lucy, Lola, Viola," Petra Cortright's solo show at Depart Foundation in West Hollywood, just opened yesterday, and it's already causing a stir. The video works in the main gallery are comprised of screensavers downloaded from a website called VirtuaGirl, which lets you purchase a virtual-stripper that struts her stuff in a corner of your desktop while you go about your business.

The point isn't, really, about grabbing attention with strippers or making a statement on the sexual economy; it's more a comment on "digital virtual redundancy," and what it means to be a "real artist."

"Niki, Lucy, Lola, Viola" runs through Sept. 12 and is free to view.



MELTING BUTTER



THE CURATORS: DEPART FOUNDATION 'S VALERIA SORCI ON CULTURE & LA DOLCE VITA IN LA

POSTED BY JONATHAN VELARDI ON THURSDAY, JULY 9, 2015 - LEAVE A COMMENT

On welcoming me into her West Hollywood home, it's clear Valeria Sorci has acclimated effortlessly to her new Los Angeles lifestyle. Relocating with her husband and two children from Rome a year ago to the beautiful Baxter-Hodlak House - designed by architect John Lautner for the actress, Anne Baxter - Sorci has embraced the 'LA' in 'La Dolce Vita' with all its idiosyncrasies: from almond milk with one's coffee to frustrated tales of parking. But this is no "Roman Holiday" for her and her husband, Pierpaolo Barzan, founders of Depart Foundation. The art patrons and collectors established their non-profit platform in 2008 in Italy before deciding on a permanent space in Los Angeles to carry on their mission of fostering emerging contemporary art and discourse between Italy and the United States.

Ahead of Depart's forthcoming exhibition showcasing new internet-inspired works by art darling Petra Cortright, Sorci shares her fascination with L.A.'s burgeoning contemporary art scene as well as the art world's so-called migration to the 'Wild, Wild West' coast. She's a collector with an appetite and despite looking every inch an Angeleno, one European trait remains: refusing to be confined to the boundary of her own neighbourhood, she takes to the L.A. freeways with gusto and declares, "everyday is a discovery!"

neon tommy
L.A. DIGITAL NEWS