

## **The Singularity and the Art World**

How technology is evolving the way we connect with and experience artwork.

By Juliana Converse

Science fiction writers predicted it, and now we're living it: humanity and its technology are fusing at an exponential rate.

The event of their fusion is called the singularity, and it's already changing our everyday landscape, from self-driving cars to 3D-printed organs.

And as we glide over the threshold into this new industrial age, we are confronting our relationships with machinery and asking ourselves:

### **What does this digital revolution mean for the art world?**

Short answer: *Everything*.

As more artists embrace the digital world as medium, subject, and concept, the questions become the answers. Will a selfie be the new *Mona Lisa*? Is meme art a descendent of *Brillo Box*? Will Photoshop replace tubes of paint?

The possibilities within this tech landscape are literally exponential.

Artists, gallerists, dealers, curators, and directors all over the world are beginning to see the benefits of going digital.

For one thing, we have unprecedented access to knowledge that fuels artwork and the industry. We can reach, teach, and collaborate with each other across vast spaces, time zones, and language barriers. We're closing the distance between known and unknown, participant and spectator. We are even redefining medium and exhibition space.

Institutions like the Rijks Museum in Amsterdam have scanned and entered their collections to be viewed online. Remote visitors of galleries can now enter exhibits via 3D visual tours. Digital archiving is the future.

Katherine Schneider Kashtan, founder of Kashtan and the Nobleman Advisory, understands that in a creative environment in which new media is being constantly introduced, we ride the waves by surfing them.

That's why she's looking forward to attending The Singularity University in Silicon Valley, to continue her investigations into the use of technology in the art world. As the field expands, more organizations and institutions will be seeking advice as to the newest ways to digitize operations. Kashtan is distinguishing herself within this massive paradigm shift by advising and suggesting ways to begin the digitalization process, based

on the principles of hybrid information and exponential advancement. This means smoother logistics, ease of communication, and greater public access to art than ever.

The challenges we face every day within our technocracy are real, and multiplying as quickly as the possibilities within it. But as many of the common logistical issues of transport, communication, installation, and promotion become simplified through digitalization, the great works of our time find their most passionate audiences, sooner.

In this light, the art world has never had it better.