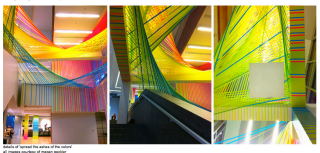
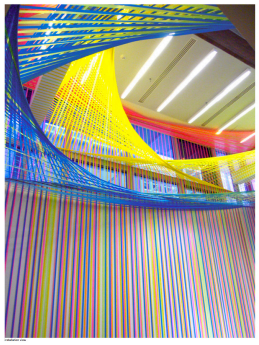
megan geckler: spread the ashes of the colors

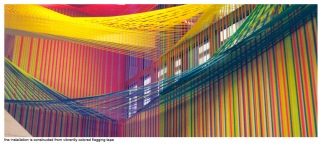


details of 'spread the ashes of the colors'
all images courtesy of megan geckler



installation view

the piece was originally envisioned to be completely white, however, because of its complexity, geckler decided to use a CMYK color process, referencing basic art techniques, and to avoid making the installation seem too intense as a monochrome form.



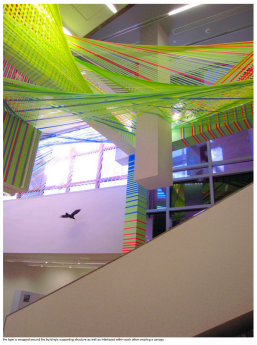
the installation is constructed from vibrantly colored flagging tape

here is an excerpt of a interview conducted between megan geckler and laura lisbon, a professor in viola scala's department of art about her work:

LL: is it fair to say that digital tools are essential to your work? it has been said that was true for many contemporary artists, but it is also true that technology has radical fragmentation of their spaces. what do you gain – or lose – with the use of 3D rendering tools?

MG: *I gain the ability to see a space and really understand the way that the architecture was conceived, by building the space in a 3D modeling program, we essentially rebuild the structure from start to finish, so we get to know a lot of privileged information that might slip by someone who hasn't worked directly with the blueprints. we are able to show curators what to expect, which is helpful in terms of submitting proposals, also, with this level of preliminary work and preparation, the installation could essentially become like a sci-fi/edit place that's simply a set of instructions, but I like having my hand in the work and climbing all over the lifts and ladders.*

the loss involved the inability to render something like flagging tape, a waffle-like material, digitally. sometimes I wish I could just CAD it and have it show up in real life, but I rarely please self bad. also, when 'viewing' space on the program, it is difficult to get the human experience. cameras and models are stand-ins for the real thing. nothing beats walking through a space and experiencing it with your eyeballs.

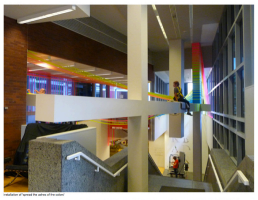


the tape is wrapped around the building's supporting structure as well as interwoven within each other creating a canopy

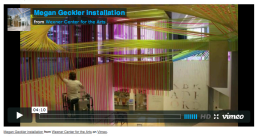
detail

installation of 'spread the ashes of the colors'

'spread the ashes of the colors' will be on show at the wexner center for the arts until january 8th, 2017.



installation of 'spread the ashes of the colors'



Wexner Center installation from Wexner Center for the Arts on Vimeo