



The digital Ideal. The DAM Gallery Berlin presents Eelco Brands latest art pieces which stress the drama of utopian nature

EELCO BRAND *ELECTROPIA*

APRIL 8 – JUNE 9, 2017

OPENING: FRIDAY, APRIL 7, 2017, 7 – 9 pm

In the themed exhibition *ELECTROPIA* running April 8 to June 9, 2017, the **DAM** Gallery Berlin will be presenting the latest works by Dutch artist Eelco Brand focusing on his exploration of nature's constructed ideal within the digital world.

Eelco Brands art pieces put emphasis on his critical position towards man, who has subdued the nature. Brand takes up the historic reciprocal relationship between the artist and nature and implements the popular genre of representing and imitating nature in the arts and the artist's need for nature creation in his own works. Considering his latently surreal definition of an ideal of nature's picture, Brand creates absurd and diverting three dimensional worlds that surprise and confuse the recipient.

Bright, white stars fall like shooting stars onto a forest, illuminate the tree trunks with the light of a fireworks, over berries which appear deceptively like water droplets, which fall from branches into a stream as clear as a mirror, up to the white flowered foxglove, which grows in a perfectly green environment and calls to the viewer with a trumpet-like sound. Brand's reproduced reality of nature is deceptive, pointed and perfect. It is a construction, playing with the viewer's perception and expectations.

With *ELECTROPIA* the artist raises the question of what this digitally idealized nature tells us about our society and its relationship to nature. It seems that only in the perfect virtual space does nature exist—as a utopia.

The established painter Eelco Brand discovered the computer as an artistic tool in the early 1990s and stopped painting. His fascination with virtual worlds makes it possible for the artist to experiment with perception and to constantly demand new critical answers. To this end, he uses the full range of available technology as his central artistic tool. Eelco Brand lives and works in Breda, Holland.

Press contact

Darja Zub

Email d.zub@dam.org

Phone +49 30 28 09 81 35

Opening hours

Wednesday - Friday: 1 - 6 PM

Saturday: 12 - 4 PM

And by appointment.

DAM GALLERY BERLIN

DAM Projects GmbH | Seydelstrasse 30 | 10117 Berlin | Germany | T: +49 30 28 09 81 35 | office@dam.org
www.dam.org | HRB 90873 Charlottenburg | GF Wolfgang Lieser | DE 16174461to