

**LAURENCE GARTEL**

**TITLE: GARTEL ART CARS**



Abstract:

For over 35-years Mr. Gartel has been pioneering Digital Media Art. He started working with analog system computers in the mid 70s with video guru Nam June Paik at Media Study/Buffalo in upstate New York. There he photographed still images created on video monitors with a camera on a tripod attempting to catch the illusive image that had refresh signals entering the screen. His notion was to capture a “moment in time” and have an electronic image replace painting as an aesthetic. This was an unfamiliar concept in the seventies, as the personal computer did not exist.

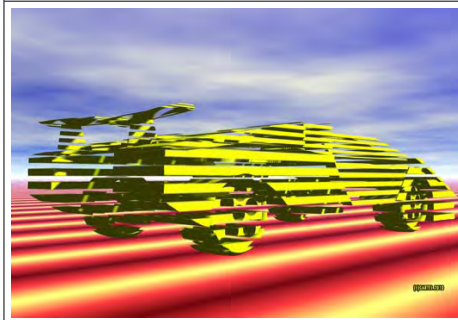
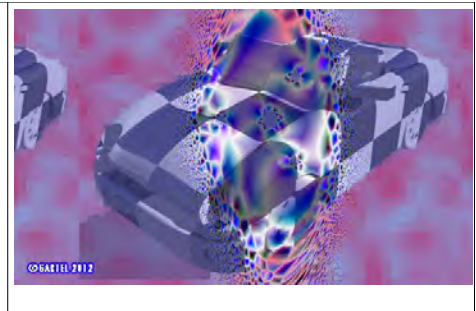
Cars were always a subject matter for Gartel as it represented time and place in our pop culture. Today through custom software Gartel continues his manipulations and creations of automobiles. They still resonate a unique aesthetic though the technology allows for far advanced imaging. It is like bringing the future into the now projecting what is to come. There is both surrealism and a science fiction sensibility about these new works. If we are to be in the present, we always focus on the future, as mankind evolves. Masters of any medium have stood the test of time. Their works project timelessness while being in the now. It’s a metaphor to where we are going. Only an Artist can show us our destiny.

**Topic: ART CARS**

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**LAURENCE GARTEL**  
*Digital Media Pioneer*

[www.gartelmuseum.weebly.com](http://www.gartelmuseum.weebly.com)

**References:**  
 “GARTEL: Arte e Tecnologia”, Published by Edizioni Mazzotta, Milan, Italy, 1998



“Red Glass” © GARTEL 2011  
 “Portal” © GARTEL 2012  
 “Stripped Lamborghini” © GARTEL 2010

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**Keywords:**  
 Digital Art, computer art, cars, automobiles, autos, 3D Art,