

EVENT SPOTLIGHT

Deborah Kass: Pioneering Digital Frontiers in Art

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Image: Arsnl Art

The renowned contemporary artist [Deborah Kass](#) is set to introduce her first-ever digital art collection. Titled “feel good spins for feel bad times,” the series will be available exclusively on [Arsnl Art](#), a digital platform dedicated to empowering artists through emerging technologies.

Kass, known for her vibrant pop art that often reimagines the works of predominantly male artists like Kenneth Noland, Ed Ruscha, and Frank Stella, is taking a bold step into the digital realm. Her new collection features up to 777 digital triptychs, which are set to go on sale this December, offering a timely artistic exploration during the holiday season. Kass’s journey into digital art is rooted in her acclaimed 2000s series, “feel good paintings for feel bad times,” where she infused pop culture elements into classic art styles.

Her latest digital series revisits this concept, but with a unique twist: the artworks are generated through a special algorithm, designed to mimic a slot machine, which Kass playfully refers to as her “Kass-ino.”

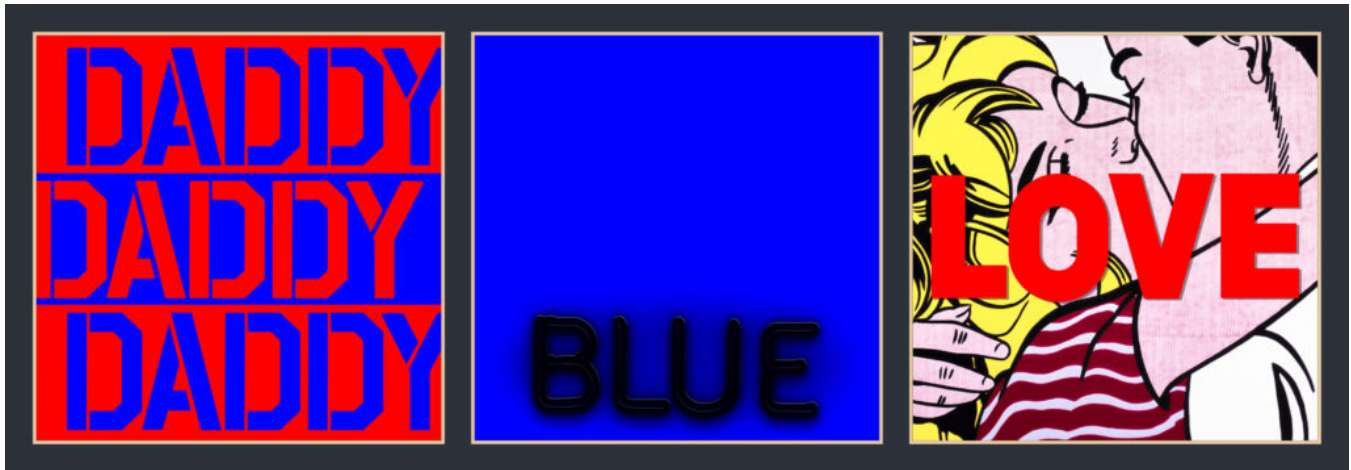


Image courtesy Arsnl Art

This innovative approach allows for the creation of new triptychs that combine Kass’s existing body of work in unexpected ways. Each piece is a gamble in the artistic sense, bringing together words and images to form new meanings and interpretations.

Deborah Kass’s foray into digital art with this sale highlights a significant shift in how art is created, viewed, and purchased in the digital age. The integration of technology in art not only broadens the accessibility of artworks but also opens up new avenues for artistic expression.

The sale includes unique offerings such as the “Diamond Deb Set,” which combines physical and digital art elements. Additionally, select winners of the digital spins will receive original prints, including the politically charged “Vote Hillary” print, which Kass created for the 2016 Presidential Election campaign.

Kass’s work, part of permanent collections in prestigious museums like the Metropolitan Museum of Art and The National Portrait Gallery, has always been a commentary on societal themes, identity politics, and the art world’s gender dynamics. Her latest digital venture continues this exploration, blending traditional art with the digital future.



Image courtesy of Arsnl Art

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