

# STRATA

An exhibition of new works by Jeffrey Kroll

Mead Carney Fine Art

Sponsored by Samsung

Leviev Extraordinary Diamonds & Jetrix

Gary Goldsmith

Mead Carney Fine Art in conjunction with Samsung presents, "Strata" an exhibition by Jeffrey Kroll, September 23, 2014. The exhibition will present groundbreaking artworks wedding mobile photography to painting, the first use of mobile photography in the service of fine art. The "Strata" works by Kroll are a visual drama, a subtle and deceptive interaction of painted space and digital space; a fusion of monoscopic space from the eye of the camera and stereoscopic space from the vision of the painter.

The use of mobile photography in tandem with painting is an unprecedented innovation. The power of painting imbues the digital medium with a deeper more profound resonance. Jeffrey Kroll is the first solo visual artist to be supported by Samsung. It is Kroll's intention to humanise the digital format and bring it under the control of the painterly sensibility. In a world glutted with digital reproduction "Strata" reintroduces the hierarchical force of painting.

Acclaimed American printmaker, Ken Tyler, who has worked with artists from Lichtenstein to Hockney and has exhibited at the Tate Modern was quoted recently:

"The marriage of new technology and ideas with art techniques ancient as civilisation itself; this is a dichotomy ideal for artistic collaborations. The art business isn't doing enough to celebrate and combine the technology of digital imagery with the power of the human hand. Yet there are great possibilities, maybe even the greatest artistic opportunities lie ahead."

New York born Kroll is based in California and the UK. His work is widely collected from a diverse audience like the famed French film director, Francis Veber, to the de Rothschild family. He has exhibited in many countries and in venues as diverse as the Louvre, Le Carrousel de Louvre, the Saatchi Gallery, the Velan Foundation of Contemporary Art, Turin and many others. He was an artist of the 2012 Olympic Games, invited to launch the Cultural Olympiad. The Times described his work as "striking, colourful and beautiful", by Tatler as "extraordinary and beautiful" and by Anthony Hayden Guest, "Kroll conducts us through a shifting space, which is phantasmagoric but as "real" as geometry or physics, enabling him to make paintings of haunting beauty".

The dates: September 23 - October 4th, 2014.



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