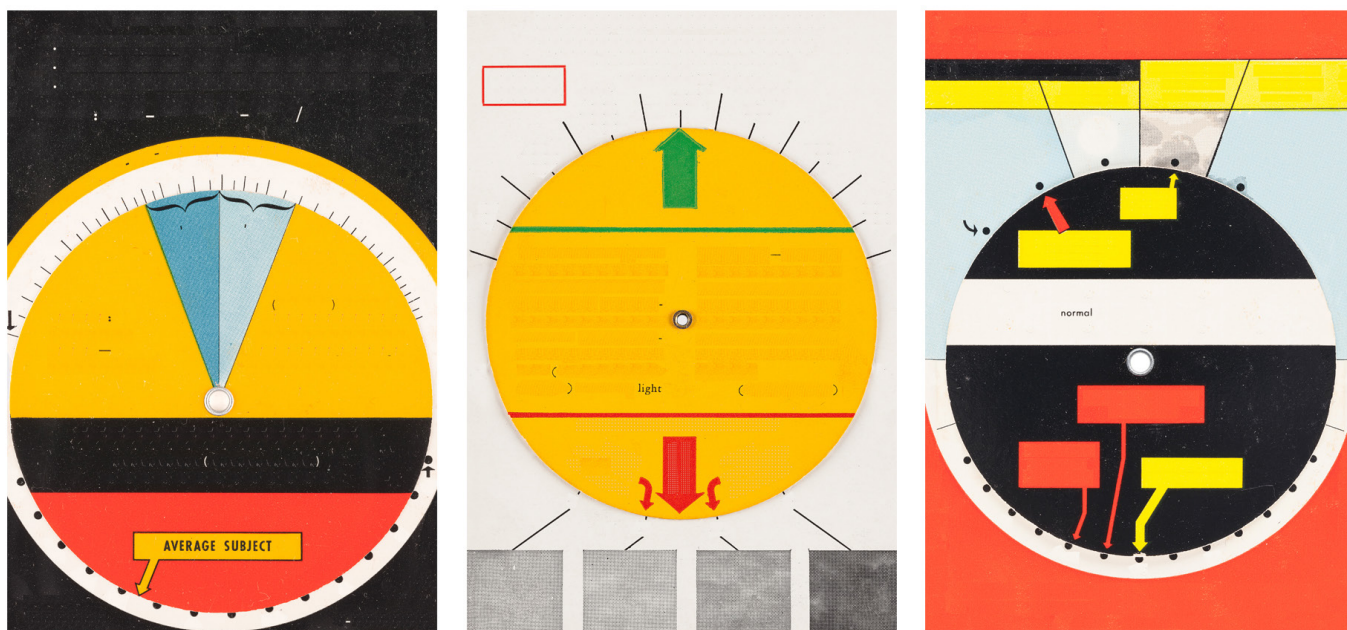




FEBRUARY, 2020 | PRESS RELEASE



Andy Mattern | Optimal Conditions

Pictura Gallery presents *Optimal Conditions* by Andy Mattern. By covering and removing existing elements, Andy Mattern reconfigures familiar photographic materials, such as photo paper boxes and paper guides once used to determine exposure and other image settings. Mattern disrupts familiar examples of photographic art and creates intriguing new surfaces.

ON VIEW:

February 7 - March 28

OPENING RECEPTION:

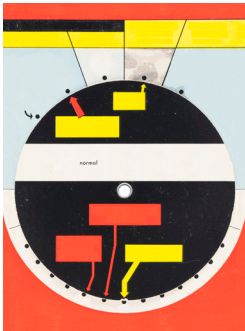
Friday, February 7, 5 - 8 pm

ARTIST TALK:

Friday, February 7, 7 pm

Andy Mattern

OPTIMAL CONDITIONS



AVERAGE SUBJECT / MEDIUM DISTANCE

Turning the camera on its own logic, these photographs reconfigure paper guides once used to determine exposure and other image settings. Stripped of example imagery, technical numbers, and explanatory text, these relics from mid-century photographic practice are reduced to their underlying structure. In the process of removing this information, digital traces are created, shifting the surface into a rupture between physical and virtual, analog and digital, functional and useless.

STANDARD SIZE

Standard Size is a series of photographs that depicts boxes of analog and digital photo paper with the text and images removed or covered up. As a way of neutralizing familiar examples of photographic art, this process co-opts the underlying design and creates a new surface.



JUST NOTICEABLE DIFFERENCE

This project investigates Optical Brightening Agents (OBAs), which are non-archival dyes meant to enhance inkjet paper used in digital photography. These unstable chemicals are common, but they may pose a threat to a print's longevity. Under normal light, OBAs make the paper appear cooler and brighter, both of which are desirable qualities for many photographers. However, seen under pure ultraviolet light, OBAs glow dramatically. When multiple papers are shown together, their relative OBA saturation becomes apparent. My goal is to harness this unseen quality of inkjet paper by arranging sample packs from all the major paper manufacturers.

BIOGRAPHY

Andy Mattern was born in Albuquerque, New Mexico in 1979. He holds an MFA in Photography from the University of Minnesota, Minneapolis and a BFA in Studio Art from the University of New Mexico. His work has been exhibited throughout the United States and has been featured most recently at the New Mexico Museum of Art, Santa Fe, Minnesota Museum of American Art, St. Paul, MN; Masur Museum of Art, Monroe, LA; Texas Women's University, Denton, TX; the DeVos Art Museum, Marquette, MI; and Silver Eye Center for Photography, Pittsburgh. Mattern's work has been featured and reviewed in a variety of publications including The New Yorker, L'oeil de la Photographie (The Eye of Photography), and Float Magazine. He has been the recipient of various accolades including grants from the Oklahoma Visual Art Coalition and the Minnesota State Arts Board and was awarded a Juror's Pick at the Daylight Photo Awards. Mattern's work is held within the permanent collections of the BMO Harris Bank, Minneapolis, MN; the Photographic Center Northwest, Seattle, WA; and the Tweed Museum of Art, Duluth, MN. Notably, Mattern is an Assistant Professor of Photography and Digital Media at Oklahoma State University, where he has instituted the first fine art photography program in the university's history.