*Riflemaker*

***Graham Fink: Stone Souls***

**1-28 February 2017**

**Artist Graham Fink exhibits photographic survey dedicated to pareidolia**

Riflemaker gallery is pleased to present *Stone Souls,* a photographic exhibition by multimedia artist Graham Fink.

*Stone Souls* explores the psychological phenomenon of pareidolia—the perception of a visual or auditory pattern where there is none. Often associated with religious or intellectual epiphany, pareidolia is credited with helping ancient civilizations to negotiate an unintelligible world through the interpretation of signs where there was merely chaos. We have since become predisposed to interpret abstract shapes and formations and to conclude stories from their fragmented clues – something that artistic movements such as Cubism and Abstraction understood implicitly.

For Fink, the phenomenon has become uniquely associated with his practice, which is intensely process-oriented. His work evokes the discovery of familiar shapes and renderings by viewers - even where none were originally intended by the artist. Fink draws on variations found in the diverse ecological and cultural systems he experiences when he travels. He sees faces in decay, in nature, in the developed and the natural - finding shapes reminiscent of physical structures, he photographs them. Fink reproduces these images onto the purest, white marble from the quarries of Thassos in Greece. The marble, a relic of times past, is drawn into the present and the figurative marks become interlaced with the annals of history.

The series is also an investigation into way artists ‘see’ - drawing, the fundamental principle behind most artists' practices, which has never been fully understood.

*Stone Souls* will also be accompanied by a week-long early evening performance of Fink’s ‘*Drawing with My Eyes’*.  Staged on the ground floor of Riflemaker, the artist will utilise cutting-edge technology to explore new creative expressions.

Fink will 'draw' live, using neither hand nor any instrument, other than his eyes – the process involves customised eye-tracking software to transform his gaze into a solid medium. Through the support of software, the artist has developed in conjunction with Tobii Technology in China, his eyes will trace directly onto the screen, the direction of his own retinal movements allowing him to map compositions -  slowly taking on the characteristics of intricate portraits. The groundbreaking technology involves shining an infra-red light straight into the eyes of the subject - the reflections are then recorded by a camera via multi-algorithms and filters, allowing eye movements to be transferred on screen

The exhibition and performance is a continuation of Fink’s oeuvre as an artist. Represented by Riflemaker in London, his practice involves photography, film, painting and drawing and centres around ideas of the subconscious and creativity. *Stone Souls*follows on from Fink’s 2016 exhibition *Ballads of Shanghai,* a photographic survey of Shanghai’s rapidly changing landscape.

**ENDS**

h in many fields and **enabled communication for thousands of people w**

**For press images and information:**

Alice Broughton Communications: 07816-7735-44, [alicerbroughton85@gmail.com](mailto:alicerbroughton85@gmail.com)

**Visitor information:**

Riflemaker, 79 Beak Street, London W1

020 7439 0000

[www.riflemaker.org](http://www.riflemaker.org)

Riflemaker is co-directed by Virginia Damtsa & Tot Taylor

Opening hours: Monday - Friday 10am - 6pm,

Saturday 11am - 6pm

**NOTES TO EDITOR**

**GRAHAM FINK**is a multimedia artist. His photography has been used in many advertising campaigns including Sony PlayStation’s *Blood*and *Mental Wealth*poster campaigns. He has also directed a short film ( *Z )*for the millennium, commissioned by David Puttnam, which was shortlisted at BAFTA.

In 2001, he created *thefinktank*, a conceptual production company and ideas forum. In 2005, he was awarded an Honorary Doctorate from Bucks New University.

In 2014, he had his first one-man exhibition at London's Riflemaker gallery called *NOMADS.*In 2015, he had his second exhibition in London entitled *Drawing with my eyes.*For this he drew directly onto a screen using only his eyes via a Tobii eye tracker and software he developed with Tobii. Fink exhibited a photographic survey entitled *Ballads of Shanghai* at Riflemaker in early 2016. Fink is also the Chief Creative Officer at the advertising agency Ogilvy & Mather China.

Before taking up that appointment in April 2011, he was Executive Creative Director at M&C Saatchi in London. In 1995, he began directing television commercials and music videos at the Paul Weiland film company. Previously, he was Deputy Creative Director at the Gold Greenless Trott, Group Head at Saatchi & Saatchi and WCRS. Before that he was an Art Director at CDP.

Fink became the youngest ever President of D&AD (Design and Art Directors Association) in 1996. He was subsequently voted into D&AD's *The Art Direction Book,*representing the top 28 Art Directors of all time.

He is one of the world's most awarded creatives, having won awards at Cannes, D&AD, One Show, BAFTA, Clio's, LIAA, BTAA, Campaign's UK Big Awards, Creative Circle, Mobius, Eurobest, EPICA, New York Festival, China 4A's, Longxi and SPIKES. In 2011, he won the UK Creative Circle President's Award. And in 2012, he went onto win Ogilvy Asia's first ever Cannes Grand Prix.

**RIFLEMAKER** was opened in 2004 by collectors Virginia Damtsa and Tot Taylor. The gallery is housed in one of London's oldest public buildings, a Georgian riflemaker's workshop dating from 1712. Riflemaker exhibits the work of the very best emerging international artists in this unique historic space.