



**ART&CO Parma**

**presents**

***GARTEL: Digital Titan***

**by Laurence Gartel**

**ART&CO Parma** is delighted to invite you to the new solo exhibition entitled "***GARTEL: Digital Titan***", created by the American artist **Laurence Gartel** which will be held:

**Saturday 16 September 2023 at 6.00 p.m** at the  
headquarters of **ART&CO Parma** in **Borgo Palmia 4/b**.

The appointment in Parma on September 16th would be an exclusive event in which ten of the most famous works signed by Laurence Gartel will be hosted namely an icon of New York and pioneer of digital art. The espositive itinerary proposed by ART&CO Parma is a journey that rediscovers not only the first exhibition "Digital Titan" that was organized in his private apartment in Florida in 2020, but also it is a special moment to explore his eccentric world where the classic idea of "making art" is rethought through the power offered by the new digital media tools.

Laurence Gartel was born in the city which is still considered today the cradle of great nonconformist artist like Stanley Kubrick: Manhattan. So he raised in the Bronx in the great Fifties, the Golden period of USA where everyone was hopeful towards the future shouting aloud «It's the American Dream, baby!». And this young artist did not seem at all excluded from that, instead he desired to be its spokesman. After studied music in the High School of Music & Art, he pursued its own aspirations not by engaging himself in a traditional way of learning art, but by gaining an innovative global visual culture where the concept of "beauty" was re-evaluated under the light of technological progress. His career started working side by side with video guru Nam June Paik at Media Study/ Buffalo in upstate New York. Thanks to his determination and willpower in experimenting with new genres, he would make notable friendships with Keith Haring, Robert Mapplethorpe and Andy Warhol.

Creating Digital Art before the birth of the personal computer his work has been exhibited with the Museum of Modern Art, Long Beach Museum of Art, Princeton Art Museum, Guild Hall, Selby Gallery at Ringling School of Art, Norton Museum of Art, Coral Springs Museum of Art as well as included in the permanent collections of the Smithsonian Institution's Museum of American History, Bibliothèque Nationale Paris and Victoria and Albert (V&A) Museum, London. Gartel received FotoMentor Lifetime Achievement Award from Palm Beach Photographic in 2009.

Finally in 2022 inside the Box Gallery of West Palm Beach in Florida he was successful in creating the "GARTEL MEDIA BLITZ" or the bestseller show of his career which ensured him sold outs both of vitators and of over 200 media outlets. In that occasion he had the stroke of genius to stage his "Step and Repeat" in front of where everyone like guests, sponsors or celebrities had the opportunity to make photos on the timeless red carpet.

The *GARTEL: Digital Titan* will be held:

from **September 16 2023** until **October 13 2023** in **ART&CO Parma** in **Borgo Palmia 4/b**

**ART&CO -Borgo Palmia 4/b**

**Opening hours on Saturday 16 September 2023**

**From 6 p.m to 11 p.m**

**Opening hours** in the following days:

**Monday - Friday: from 3 p.m to 8 p.m**

**Saturday: from 10:30 a.m to 1 p.m, from 3 p.m to 8 p.m**

**Sunday: (only by appointment)**

Possibility of **guided tours** only by appointment

**Free entrance**

**For adding informations:**

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