

## **Eva Maria Adler, entrepreneur, member of the BDI (German Industries Confederation) cultural group**

Speech at the opening of the exhibition "Display-Painting by Winfried Wolk" in Rostock on 06.10. 2005 on the occasion of the annual convention 2005 of the BDI (Confederation of German Industries) culture group

### **A new media art – Display-Painting by Winfried Wolk**

It is 30 years since the pioneers of video art surprised us by making a medium suitable for art that was primarily intended to fulfil a technical and communication role. Meanwhile the technical possibilities of computer hardware and software, screen types, the size and luminosity of these media, brilliance of colour and lastly, picture definition have in incredible quantum leaps unimaginably altered the yardsticks of those days. In the art world, only little has so far been discernible of anything that would do justice to this technical progress. Yet such technical developments actually cry out to be used for artistic work. It seems to me that the art world has somehow not moved on at all since the artists' constructions that aroused so much attention at the time. This, moreover, despite the fact that the present state of this technology now makes an extraordinary delicacy and unimaginable visual qualities feasible in artistic work with the new media, of a kind that carry forward the richness of traditional art in a new way. One of the artists seeking to match in their art this quantum leap in the technology is Winfried Wolk.

Even though the artist uses accessible software and normal storage media, Winfried Wolk's display-paintings are nevertheless something utterly different from what we know as video art. With his display-paintings, Wolk remains directly linked with painting as a traditional medium. He takes it further, moreover, by adding a time component to the traditional surface juxtapositioning of elements in the picture. The constant transformation of the moment becomes a means of expression for the artist, whose highly imaginative collage and montage of enthralling brilliance need the large-format screen as a vehicle for its presentation, the upshot being a novel panel painting.

Yet Wolk's digital paintings are at the same time an expression of our era, one that harnesses a no longer comprehensible variety of media and the related flood of images to catapult ever new and more spectacular information of rapidly expiring validity into our life

Wolk denies the validity of the present moment in the same way as Lessing too demonstrated in his reflections on Laokoon. With his "Art in Progress" he may accept our present flow of constant change yet he does

not go for rapid change in the picture. He relies more on meditative-contemplative transformation. What's more, he thus in a special manner eliminates fleetingness.

He replaces the valid moment worthy of commemoration with a host of the equally valid moments in a theme. Wolk opposes the levelling out implicit in unceasing confrontation with fleeting, spectacularly gesticulating trivialities with the visual wealth of an attraction witnessed in countless different facets. Thus he creates fascinating pictures in blazing colour that are also replete with mysteries.