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**IN THE CLOUD**

Ethan Cohen New York is pleased to present “IN THE CLOUD”. The exhibition will run from June 26th – August 28th, 2015 with an opening reception on June 25th, 2015 from 6 – 9PM.

IN THE CLOUD is based around two definitions of the "Cloud". The first is a reflection on tradition using mysticism identified through process art. The second is a technology-based discourse examined in the work through painting and new media. Where we once looked to the clouds to guide us, we now trust the cloud with our personal data: our memories, relationships, and digital identity. Both are powerful in our evolution, requiring us to believe in the things that we cannot see. Your hands can’t hold your data and your face won’t meet the gods. Ancient myths used clouds as divine symbolism, imagining that the gods above had the ability to change the course of ones life. In practice, the artist no longer dominates the work, nature and gravity takes command just as clouds and high beings took command in ancient cultures. Eventually this evolved to the idea of clouds serving as a symbol of freedom; dreamy and whimsical states of mind. This cloud is now defined through technology as a vast abyss of mystery, a technological storage space of information whose control, use, and purpose is still dangerously unknown.

Historically, clouds became a vast space for meditation to a higher being. Numerous religions believed in deities residing in the sky; cultures looked to the sky during meditation and interpreted cloud behaviors as signs, or guidance through life. The desired synchronicity between the self and the elusive gods mirrors the transcendence sought out by process artists through their practice. Noah Sokoloff’s work stems from “Dutch Tears” dating back to 1625. The delicate procedure of creating glass droplets and exploding them onto a canvas, supported by personal meditation and self-reflection, allow for Sokoloff to create an unpredictable landscape. The artist then becomes a follower of the actions rather than the individual in charge. The work of Mollie McKinley contains a coincided trend using pressurized water and storm rain to carve shapes out of 50 pound salt licks, organically resulting in sculptures placed atop salvaged marble slabs. *Jon Tsoi uses performance and a blindfold in his deconstruction of canvas, rope, and paint; placing absolute trust in his process.*

The iCloud, or any technological “cloud”, heavily influences modern society and symbolizes a generation run by technology. The recent emergence of the cloud identified over the last 15 years leaves a lot to be questioned in the realms of security and longevity. As we continually rely on cloud storage to manage and archive our personal data, we really have yet to understand if and how we will be able to access this information over the course of our lives.

Taha Heydari acknowledges this dependence and seeks to freeze technological errors of transmission from satellite to planet..Rafael Suarez by incorporates digital media and pixelation into his work by revealing technological errors and pixelated mistakes as marks of beauty in contemporary society.

Konrad Wyrebek incorporates technology, specifically digital media and pixelation into his work by revealing technological errors and pixelated mistakes as marks of beauty in contemporary society. Hans Breder… Matt Whitman… Mark John Smith…