

Artist Statement: Johannes Holt Iversen

22-02-2022

In my artistic practice I am currently investigating the duality between light, shadow and reflection now having undertones of dealing with the synthetic and artificial technologies -and realities; now set in contrast to the organic lifegiving evolutionary in-built systems such as the capillary lung system or the circulatory systems in organisms; this often results in an object-based work, whereas not the figure itself only is important, but also the space and the viewer surrounding the figure has an important role to perform when engaging with the works.

I am furthermore drawn towards illuminating multiple aspects of human curiosity; the instinctively driven force within us all. Here I am researching the fascination of the surface, shapes, colours and immediate interaction that lies within our human gesture and understanding of objects in general. This is creating the foundation from where I am currently creating my work.

In my practice I have been inspired by many facets of human relics; put in my own words i call them capitalistic relics, in the meaning of first assessing banners, products, objects and commodities that we surround ourselves with and provide them with certain spiritual and/or emotional values in our seemingly despirited global society. The use of symbols and abstract shapes that in my opinion speaks into a larger cultural visual language; global commodities are the relics of tomorrow, shaped and preserved in accordance to the visual prevalence given by the internet and all its additional digital technologies.

My works can be abstract at times, but are always related to a real-world counterpart, often appearing from the use of high-tech materials; used in other industries such as retroreflection technology from the aviation industry, functional aesthetics from industrial plastic construction and chrome pigments from the car manufacturing industry.

In my search for human interaction I often stumble upon opposites between modern man and the original caveman. Whereas primordial culture and modern culture permeates into a solely new universe. The by-product of this merge is what I choose to define as the Hyper-Primitive.

I decide to depict this hyper-primitive state of mind as my own current understanding of where our culture has headed today. I am creating works that are seemingly persuasive and easily consumed by the viewer which gives these works an immediate importance; building on primordial anthropomorphic norms as well as using high-tech commodified materials such as Holographic PVC, Retroreflective technologies and Nano-developed thermoplastics to create these hyper-capitalistic primordial relics.

I draw on inspirations in various fields; wether it be historical elements, like the early depictions from the Lascaux caves or other inspirations that comes from the fields of sociology, psychology, scientific methodologies and pop culture; all with a common denominator in using, dissecting and understanding symbols, relics and human selfrepresentation.