

PRESS RELEASE

December 2nd. 2021

KnownOrigin Releases NFT by
Multimedia Artist David McIntyre

knownorigin.io/gallery/4637000-aphantasia

Thursday 2nd December, see the release of Aphantasia, a multimedia animation NFT by David McIntyre on the KnownOrigin Platform.

The 1-minute 20-second multimedia animation, which features McIntyre's mysterious and surrealistic photo-montages, investigates eco-cultural phenomena from the illusory viewpoint of Nature itself. Self-portraits of its painful predicament. His lush, ominous, and deeply activist compositions are studies in duality: familiar but confusing, figurative but abstract, beautiful but somber. They inspire wonder and mourning as if already memories; Ancient ruins of a past world.

McIntyre employs the principles of cubism—depicting objects from multiple vantage points and abandoning perspective—but he is less interested in the underlying architecture of form than an attempt to represent how Nature itself might see - Divine eyes seeing everything at once.

It is worth noting that this work was created in the Hudson Valley, a region that birthed The Hudson River School - landscape paintings that were an attempt to depict and protect the abundance, drama, and beauty of the Catskills Mountains in the face of industrialization. McIntyre may be a post-apocalyptic extension to this legacy.

*Still Capture from
Aphantasia 2021
(Captivate Version)
Multimedia Animation
Duration: 1 minute 20 seconds*



"I see my work as a continuation of the Hudson River Schools' original intention, which was one of activism: Thomas Cole hoped that by depicting the beauty of the region, encroaching industrialization would be staunch. It did not work. Industrialization marched on creating today's global climate crisis while the HRS was reduced, in the minds of many, to *merely* beautiful landscapes. Today we need a different approach, away from representative beauty towards empathy with Nature itself."

The single edition video evolved from a recent installation by McIntyre titled Step Into Stillness which was funded in part by NY State. The project invited viewers to consider their relationship with Nature.

"Our survival depends on us causing a disturbance, triggering a response, flipping the system, there are many ways to do this, a million parts to play, mines is connecting (then sharing) with nature through art."

David McIntyre is a Scottish photographer, filmmaker, and artist residing in New York

His early career encompassed photojournalism, portraiture, and fashion photography. His work has appeared in many of the world's most illustrious magazines, including Vogue, Elle, Marie Claire, the Sunday Observer.

His portrait portfolio includes an eclectic group of musicians that includes Björk, U2, and Biggie Smalls. He was the founder and publisher of the two times Webby award-winning magazine ZOOZOOM. He has directed music videos for Giovanni James, Carney, and Dan Black and short documentary features for Macy's, LAMB, L'Oreal, and The Martha Graham Dance Company. His short film A Band Apart featured in the 2012 American Dance film festival. His photographs have been displayed in London's V&A museum and in the books; U2byU2, Blitz – As Seen in Blitz, and The Colour of Fashion. He published the children's book The Cyber Claus in 2013.

His current projects include a feature-length documentary of the little known astronomer Milton Humason (Who proved the universe was expanding). And, Song of Silence Song of Grace, an entirely new body of artwork that is looking for purpose in the patterns of nature; a necessary step, he believes, towards reversing the great hard we have done and saving humanity from extinction.



*Still Captures from
Aphantasia 2021
(Captive Version)
Multimedia Animation
Duration: 1 minute 20 seconds*

For further information, comment or hi-res images please contact:

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