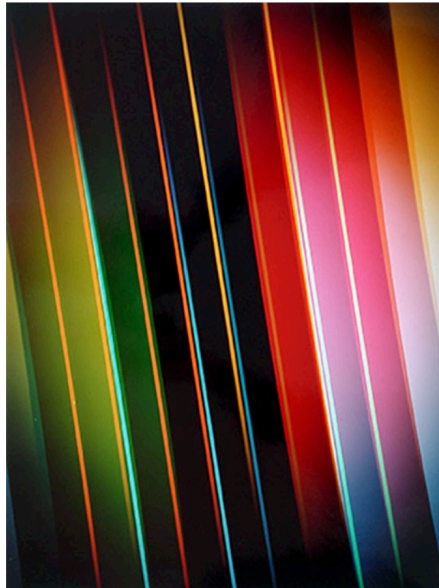




Photography Exhibition

## Gottfried Jäger, Generative Color. Photographs



Luminogram, XVII.1 From Series "Color Systems", 1981 © Gottfried Jäger

Sous Les Etoiles Gallery is pleased to present *Generative Color. Photographs*, German photographer Gottfried Jäger's first U.S. exhibition with Sous Les Etoiles Gallery and first time showcasing his generative color work from the 1960s to the early 2000s.

In 1968, Jäger developed the idea of Generative Photography, which in his words consists of "finding a new world inside the camera and trying to bring it out with a methodical, analytical system." Jäger's generative color work derives from the color spectrum and the refraction of white light. Whether analogical or digital, the work is not a representation of color but a reflection of it. "Generative Color. Photographs" is a cross section exhibition of Gottfried Jäger's exploration of the color spectrum made between 1965 and 2000. In Jäger's words, "The objective of my work is to induce a generative effect: to constantly provoke an endless generation of new forms and elements in a continuous process of renewal and rebirth. What is intended is not a standstill, but the image of an exchange, its infiltration, and its conversion. An aesthetic of transition."

Gottfried Jäger's photographs are currently featured in a major exhibition at the Tate Modern in London, "Shape of Light: 100 Years of Photography and Abstract Art" until October 14, 2018.

Jäger has been part of some of the most iconic computer art exhibitions of the 1960s, such as *New Tendencies* (1969) in Zagreb, *Experiments in Art and Technology* (1968) at the Brooklyn Museum in New York and the groundbreaking *Generative Fotografie* (1968) at the Kunsthaus Bielefeld in Germany. Gottfried Jäger (b. 1937, Burg) currently lives and works in Germany, where since 2002 he

has served as the photography advisor for the Peter C. Ruppert Concrete Art Collection at the Museum Kulturspeicher Würzburg.

**Opening Reception & Artist Talk:** on Thursday May 17, 5:30 – 8 pm  
An Artist Talk will take place at 7 pm with Gottfried Jäger and Manfred Mohr.

More information and images at <http://www.souslesetoilesgallery.net/>

#### Information

**Sous Les Etoiles Gallery**

100 Crosby St #603, New York, NY 10012, USA

*May 17, 2018 to June 16, 2018*