

**jeffrey shaw**  
**encompassing**  
**the golden calf**

# jeffrey shaw encompassing the golden calf 1966>2019

lotsremark Projekte, Klybeckstrasse 170, 4057 Basel

Opening: Tuesday, June 11, 17:00–20:00 | 18:00 Introduction by Harald Kraemer (School of Creative Media, City University of Hong Kong)

Opening during Art Basel: June 12 – June 15, 17:00–20:00

Exhibition dates: June 12 – July 13, 2019 / Saturday 16:00–18:00 and after appointment

Jeffrey Shaw, born 1944 in Melbourne, is a world renowned pioneer of media art. In recent years, Shaw created immersive spaces and developed new forms of interactive applications in exhibitions through the technology of virtual and augmented reality. For lotsremark, the artist has given his seminal artwork ,The Golden Calf' (1994) a brand new lease of life, both in its expanded powers of digital semblance and in the narrative contours of its environment. The virtual mirror of it golden hide now wondrously reflects both what's actually going on all around, as well as a wall papered pictorial panorama with a multitude of photos that weave a retrospective sampling of Shaw's art practice from 1966 to now.

Jeffrey Shaw, geboren 1944 in Melbourne, ist ein Pionier der Medienkunst. In den letzten Jahren schuf Shaw immersive Räume und entwickelte Möglichkeiten einer erweiterten Interaktivität in Ausstellungen durch Technologien der Augmented Reality. Für lotsremark Projekte hat der Künstler sein wegweisendes Kunstwerk ,The Golden Calf' (1994) weiterentwickelt und präsentiert diesen Klassiker der Medienkunst in neuer Ausstrahlung. Der virtuelle Spiegel der goldenen Haut des Kalbes reflektiert sowohl das aktuelle Geschehen als auch eine retrospektive Auswahl der von Jeffrey Shaw seit 1966 geschaffenen Kunstwerke.