

QR codes as art at Union Gallery



This will come as no surprise to anyone who knows us well but here at The Edinburgh Reporter we love technology. We are particularly fond of QR codes. We also quite like art although we don't really like the elitism that often goes with it, so here is an exhibition that we are looking forward to as it banished the snobbery and uses QR codes!

In the very first use of fine art in this manner, Edinburgh-based artist **Trevor Jones** has created a series of abstract paintings that double as QR codes linked to a website about the exhibition they will shown in, at **Union Gallery** on Edinburgh's Broughton Street, and about abstract art in general.

This is a fascinating meeting of art and technology, and demonstrates how art can be successfully connected with the modern world. Trevor Jones has a growing reputation for the quality of his exceptional abstract paintings, and these three are no different: they simply have a function beyond appreciation of the art. The possibilities are self-evident. As Jones says:-

'These QR code paintings are a 21st century Pandora's Box in that each time the painting is scanned it's very possible something new will "pop out". Thanks to Social Media, Twitter feeds and Facebook plugins, people can "like" and comment on the site and the artwork, and they can quickly see what others are saying about it also. I don't know of any other artist

using new technology, social media and paint quite like this and so it's very exciting.'



The website also has a feature that enables any artist to upload their own images to the site and add information for buyers. These images will be on a slideshow display at Union Gallery throughout the exhibition, making this potentially the largest ever gallery exhibition.

Trevor Jones' paintings will be exhibited at Union Gallery in August as part of the '**Mark of Beauty**' exhibition. This exhibition, curated by art historian Bill Hare, is an exploration of the best of contemporary Scottish abstract painting. This exceptional exhibition brings together for the first time a range of artists who have dedicated their unique talents to explore the creative and challenging possibilities that abstraction continues to offer, both to the painter and the viewer. As well as the work by Trevor Jones, the exhibition includes work by such luminaries as John McLean, Fred Pollock and Iain Robertson, as well as newly graduated artist Zara Idelson, winner of the Abstract Critical Newcomer prize in Scotland this year.

You can scan the attached image or wait to do so with the actual painting when it is in the gallery. Give it a go! Now the other thing is that when you are at the gallery you can use the Wikitude App, search for The Edinburgh Reporter and you will be able to access this article on your phone.

MOB (Mark of Beauty) Union Gallery Broughton Street Edinburgh

07.08.12 – 03.09.12

Opening Times

Monday – Saturday 10.30 to 18.00

Sunday 12.00 to 18.00