

Martha Fiennes

Artist, Filmmaker, Director, Writer

Nativity by Martha Fiennes is that most striking of artworks that unites not only original ideas and creativity, but also a completely new means of expression. Despite passing appearances, the piece is not a video artwork, but an entirely new medium based on an algorithm that continuously generates new compositions without the artist's intervention. Martha's ability to use digital technology as a medium, while not conforming to received perceptions about its boundaries and limitations make Nativity - and I am sure future works that Martha will produce - such a compelling proposition.

Malcolm Cossoms, Senior Curator, Sotheby's London

Martha Fiennes is an award-winning filmmaker, director, writer and artist. Her multi-layered work is now increasingly informed by technological developments and ideas in contemporary art practice while remaining resolutely the artistic expression of a highly gifted filmmaker.

She has directed two high profile feature films including the sumptuous Russian period piece *Onegin*, starring Liv Tyler and Ralph Fiennes. *Onegin*, won the Tokyo Film Festival, was also nominated for a BAFTA for Best British Film in 1999 and won her the London Critics Award for Best Newcomer. Her second feature *Chromophobia* attracted a star studded cast (Penelope Cruz, Damian Lewis, Kristin Scott Thomas, Harriet Walter, Ian Holm) and was applauded for its powerfully contemporary style and 'icy and superb script'. *Chromophobia*, both written and directed by Martha closed the 2005 Cannes Film Festival.

Martha has also directed and creatively developed many high profile advertising campaigns in the UK and US as well as several music videos with acclaimed and diverse musical talent. She is an active member of the UK film industry and has served on several BAFTA juries. In 2015 she headed the Film Jury at the annual Film Festival in Georgia.

Since 2011, Martha has been working on a new series of projects using a pioneering form of generative computer technologies to create large-scale 'film-works' which extend the possibilities of film as a medium and art as an experience. The technological innovations used in creating her projects are ground-breaking and point to a new range of creative possibilities for artists working with the moving image.

The first in the series of works that Martha will be developing over the coming years has already been created. *Nativity* is a spellbinding film with continuously generative elements: audiences will never view exactly the same image twice. *Nativity* has had previews have been shown at the V&A Museum; the National Gallery in London; Sotheby's Bond St, Alternatives, Piccadilly; Maestro Arts, London and in Sotheby's Paris for the Arts Arena in January 2016. (More information on *Nativity* can be found at www.sloimage.co.uk/nativity).

Martha's SLOimage generative works sit in an evolving space between film, art and technology. In different exhibition contexts it can be viewed as film, or painting or a generative computer art, but above all it should be viewed as the work of an artist who is pushing the boundaries of creative and technological expression across the moving image today.

Martha is currently working with Amazon Studios on development of a feature film she has written.