



Viktoria Binschtok // **Cluster**

The artist book by Viktoria Binschtok (b. 1972, lives and works in Berlin) is published on the occasion of her first solo exhibition in Germany at Kunstverein Göttingen. In her photographic work, consisting of own productions but also appropriated image sources, the artist examines the reproduction of available circumstances. By shifting our awareness, she provides a deeper insight through the daily custom and consumption of photography into the subliminal use of image contents.

In the series “Cluster” Viktoria Binschtok employs searching engines of the Internet to her artistic work. She transfers her own photographic material into the digital process and observes the associations of the research algorithm. Thus, the “Cluster” series are not just a confrontation with new strategies of image generation in the context of digital media; moreover, the artist is investigating the visual language influenced by contemporary computer screen-based culture.

“Photography in the age of its global availability: The time is now. I press the algorithm-button that momentarily brings this assembly line to a halt...and I avail myself—to my, your, and other people’s pictures.” (Viktoria Binschtok)

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