



MARKUS KASEMAA
ESTONIA

Markus Kasemaa is a 3rd generation artist. He is active in visual art, design, conceptual art and artistic intervention.

He has exhibited in Varstu, Võru, Haanja, Kasepää, Limerick, etc but also in New York, London, Venice Arsenale, St. Petersburg Manege, Moscow, Kuala Lumpur Indep. Square, Secondlife, etc. He has had 60+ solo exhibitions, received several international awards for his unique world of "Figures".

He is passionate about creativity, innovation and education. He ignores mainstream art system, thus rarely exhibits at traditional galleries, while preferring schools, streets, malls, offices (Skype, Fujitsu), etc.

He is also a business creativity mentor, consultant and lecturer - eg has talked at conference "Innovation Arabia 8" in Dubai in 2015 www.innovationarabia.ae in "innovation in business" panel. He has worked for many Estonian state institutions and companies, like president, prime ministers, e-government, supreme court, etc.

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Abu Dhabi Art Hub project

"Scratching the surface" or "It is one of the worst things to trust your first impression"

The artworks are subconsciously born from spontaneous drawing, never planning or knowing what will come out of it. They are a kind of psychological ink-blot tests for the artist but mainly for the viewer to interpret and also reflect oneself.

The work on Abu Dhabi project started months before arriving, while creating and uploading art and videos of process (some with soundtracks <https://youtu.be/TEPUyouIRmw>) to a special Facebook site www.fb.com/FigureArabia. From one side, to offer the viewers the possibility to follow changes in intuitive visual perception of UAEs society during the time spent here. From the other side to offer via animations the possibility to see the process how artworks are actually created. But also to create more complete experience while including music to the animations.

"Despite impressive energy of the owner of Abu Dhabi Art Hub Ahmed Saleh Al Yafei, while taking us to most interesting and often unexpected places, 4 weeks is only barely enough to start getting a glimpse of the deeper levels of the society and people. Thus my art project here is called **"Scratching the surface"**.

But it has been long time enough to see that there is so much more and interesting under the "surface", that might differ from the global mainstream imago or perception of UAE. Thus the second part of the project name **"Do not trust your first impression, do not be shallow"**. So, like myself, the viewers are welcome to mentally "scratch the surface" of my artworks and try to find out their own interpretations. And even more importantly to make an effort to go behind first, often shallow impression. And you know what - you can even slow down time while doing it. Going behind the first impression in art processes is main core of my conceptual art activities."

"While often participating the vibrant innovative Estonian startup and science scenery, I can see that the mainstream art processes are often paradoxically stagnant and uninnovative - in a primitive narrow minded way stuck in middle-age concepts of handicraft and decoration".

He promotes unorthodox paradigm he calls "the red pill of art" that spreads harsh truth about art processes and offers alternative practices of creation, distribution, experiencing and the role of art, that is for decades practiced in literature, music, cinema as mainstream.

"Red pill of art" includes statements like "buying art is usually crime against culture", "preferring only beautiful and decorative art we suppress democracy, creativity and innovation, "bad art is good art - definition of innovation", etc.

Artworks:

www.fb.com/FigureArabia

<https://youtu.be/TEPUyouIRmw>