



Digital Dimensions | Transforming Perspectives

Kei London to Exhibit in 'Pivotal: Digitalism' at The British Art Fair, Saatchi Gallery, September 2024

London, UK — Kei London Art Agency is delighted to announce its participation in the 'PIVOTAL: Digitalism' section of The British Art Fair, curated by Rebekah Tolley-Georgiou, taking place at Saatchi Gallery from 26 to 29 September 2024. This section, located in two top-floor galleries of the Saatchi Gallery, will showcase innovative digital art. Kei London is proud to present works by its featured Digitalists: Lucinda Dilworth (AKA Dilly), Devy Man, and Steve Zafeiriou.

Featured Artists:

Lucinda Dilworth (AKA Dilly):

Lucinda Dilworth is a digital artist who masterfully blends traditional painting with advanced technology to explore themes of identity, technology, and the female form. Her work is renowned for its distinctive use of visual animation and projection mapping, transforming static art into immersive, dynamic experiences. Lucinda's innovative techniques bring her creations to life, challenging viewers to reflect on the intricate relationship between reality and the digital world. Her art is a bold commentary on contemporary issues, redefining the boundaries between art, technology, and society.

Devy Man:

Devy Man is a multifaceted artist—an Author, Composer, Director, Artistic Director, Designer, and Inventor. With over 20 years of experience, he has garnered acclaim at international cinema, music, and contemporary art festivals, winning awards for Best Sound Designer, Best Director, and Best Film. Known for his innovative approach, he developed the selfie-video interview technique, the "Harmonyphone," and created all his video and music work on a single smartphone. His art merges high technology with eco-responsibility, focusing on the therapeutic power of creativity. Dubbed the "Alchemist of Colours," his work delves into the human condition's challenges, from the ecosystem to personal development, intercultural communication, human rights, and peace.

Steve Zafeiriou:

Steve Zafeiriou is a new media artist, technologist, and founder of Saphire Labs. His artistic endeavours focus on the theme of "The Illusory Perception of Reality." He employs a diverse range of mediums, including custom generative algorithms, electronic circuits, and data-driven sculptures influenced by human behaviour. Through his work, Steve challenges and subverts the subjective nature of reality, encouraging the audience to question and reassess their perceptions of the world.



Event Highlights:

- **Video Projection Mapping (VPM):**
Experience a VPM performance by Dilly, where the artwork comes to life in a dynamic and engaging display.
- **Interactive Digi-Sculpture:**
Discover Steve Zafeiriou's innovative Interactive Data-Driven Sculpture, which explores the concept that small, consistent actions can lead to significant evolutionary changes. Viewers' movements—symbolising choices—dynamically alter the visual output, creating an ever-evolving piece that reflects the interplay between individual behaviour and collective reality.
- **AI Movie/Storytelling:**
Devy Man will showcase excerpts from his latest AI-driven film, "The Three Gates of Wisdom." Key characters from the movie, 'The Prince' and 'The Dragon', will be displayed as digital artworks within an LED frame. This frame enhances the innovative technique of colour alchemy.
- **Live Music Performance:**
Enjoy a live music performance by Devy Man, who demonstrates his music composition skills using only a mobile phone.
- **Tech Partners:**
- **ViewSonic:** Inspiring the world to see the difference between the ordinary and the extraordinary, ViewSonic® provides excellence in visual solutions across software, hardware, and services.
- **Cube10.io:** A dynamic tech company leading in innovation, Cube10.io offers bespoke digital solutions for clients ranging from startups to established SMEs. With a global team of industry veterans and tech enthusiasts, Cube10 delivers "Smart Designs, Simple Solutions, Solid Results" across time zones. Partnering with Cube10 means embarking on a journey of collaboration and growth in the digital era.
- **Charity Partner:**
Kei London is proud to support the impactful work of 'The Friends of the Royal Marsden' charity.



Notes to Editors:

- **Kei London Art Agency:**
Dedicated to supporting and promoting fine art and digital artists, Kei London engages with a broad audience across multiple platforms, facilitating connections within the creative industry to bring art to the forefront.

For additional information or press enquiries, please get in touch with Kei London Visual Art Agency at press@keilondon.com

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