



© Aaron Penne x Boreta, *Rituals-Venice*, installation shot, 2022. Winner of The Lumen Prize NFT Award for 2022.

GAZELL.iO x The Lumen Prize Present The NFT Award Aaron Penne x Boreta: *Rituals*

Talk and Winner Preview: 25th October, 6 – 8 PM (BST)

Exhibition: 25th October 2022 – 19th November, 2022

GAZELL.iO and The Lumen Prize for Art and Technology are proud to announce their second collaborative partnership as part of the Lumen Prize's inaugural NFT Award, sponsored by Right Click Save. The winning artwork is *Rituals-Venice* (2021) by Aaron Penne and Boreta. *Rituals* combine generative music and generative artwork to create 1000 unique windows into a singular parametric universe. The music and visuals are crafted to evolve infinitely, giving visitors a subtly new experience upon each viewing. If left running, a single ritual will continue generating music and art without repeating for ~9 million years. GAZELL.iO invites you to hold space for yourself and enjoy a moment of mindful stillness. This project was launched in September 2021, with the first 200 works minted in real life at Bright Moments in Venice, CA, USA.

The colours used within the series have been carefully developed through a selection of personal photographs captured by Aaron Penne, Boreta, and Seth Goldstein. Each ritual derives from an element of real-life moments and nostalgia. The fluid and changing geometric forms take inspiration from the Op art (or Optical art) and Psychedelic Art movements of the 60s, which often feature patterns, grids, and effects like curving or diminishing objects. The Op art movement was driven by artists interested in investigating various perceptual effects.

The music within *Rituals*, created by Audio artist Boreta, invites feelings typically induced by a sound bath. Here, repetitive notes at different frequencies pull the viewer's focus away from the outside world and into the

About the Artists

Aaron Penne is a renowned artist and engineer who has been making generative artwork with code since 2018. His work has been sold at Sotheby's and Christie's, and he has shown internationally at galleries and museums such as ZKM Centre for Art and Media Karlsruhe Museum, Seattle NFT Museum, CADAF, and Bright Moments Gallery, amongst others. Penne is currently the Director of Engineering at Art Blocks, aiming to help build the future of generative art as a medium. In 2021 he was one of the top 50 artists in the NFT space globally. Aaron Penne is the first winner of the inaugural NFT Award for the Lumen Prize for Art and Technology, 2022.

Justin Boreta is a member of The Glitch Mob, a beat-driven electronic group that has been touring for more than a decade, performing around the world at festivals including Coachella, Burning Man, Lollapalooza, Reading & Leeds and Bonnaroo. Boreta has collaborated with the spiritual teacher Ram Dass and Alan Watts on guided meditations and was recently nominated for a 2021 Grammy for Best New Age Album.

About Lumen Prize

The Lumen Prize, founded in 2012 is owned by Lumen Art Projects, which creates opportunities for artists creating with technology globally. Its network of over 500 artists is made up of finalists and winners of the Lumen Prize. In addition to producing events, exhibitions and commissions, it also consults for a wide-range of partners, venues and institutions globally.

About GAZELL.iO

GAZELL.iO is the digital arm of Gazelli Art House, comprising an online Residency programme, NFT drops and collaborations, a dedicated Project Space holding monthly exhibitions, and a permanently installed VR Library — all in the heart of Mayfair. Since 2015, GAZELL.iO Residency has offered a unique insight into the environments of some of the most recognised and upcoming VR, AR, and digital artists. The four-week online Residency allows artists to take creative control, enabling them to showcase their artistic journey and interact with new and existing audiences directly. In 2020, the Project Space was launched to allow artists to showcase their digital artworks in a physical space. By bridging the gap between the digital and physical, NFT drops are shared in conjunction with the subsequent Project Space exhibition or artist Residency. GAZELL.iO aims to bring digital art pioneers and a new generation of artists to a broader audience through its dynamic exhibition and educational programme.

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