

# INFINITE OBJECTS



# RHIZOME

**Infinite Objects—the company making “video prints” that are changing the way we live with art that moves—has partnered with digital art and internet culture champion, Rhizome (rhizome.org), for their October launch event at New York City’s New Museum, where Rhizome has been an affiliate in residence since 2003.**

Infinite Objects (infiniteobjects.com) is launching with an exclusive selection of editioned video art by artists such as Claudia Hart, Peter Burr, Jeremy Couillard, Andrej Ujházy, and more. With the help of curatorial partners Rhizome, Daata Editions

(daata-editions.com), and Transfer Gallery (transfergallery.com), Infinite Objects has collaborated with artists at the forefront of design and technology. Before Infinite Objects, artists had limited options when it came to ways to edition and sell digital art.

**“ We are always seeing beautiful moments on screens that we don't get to spend nearly enough time with. They are often in online video clips, fleeting scenes in film or looping in art galleries as video we cannot access at home. Infinite Objects is an opportunity to make a video that could be lived with, something that wasn't just to quickly consume online or in a video game.**

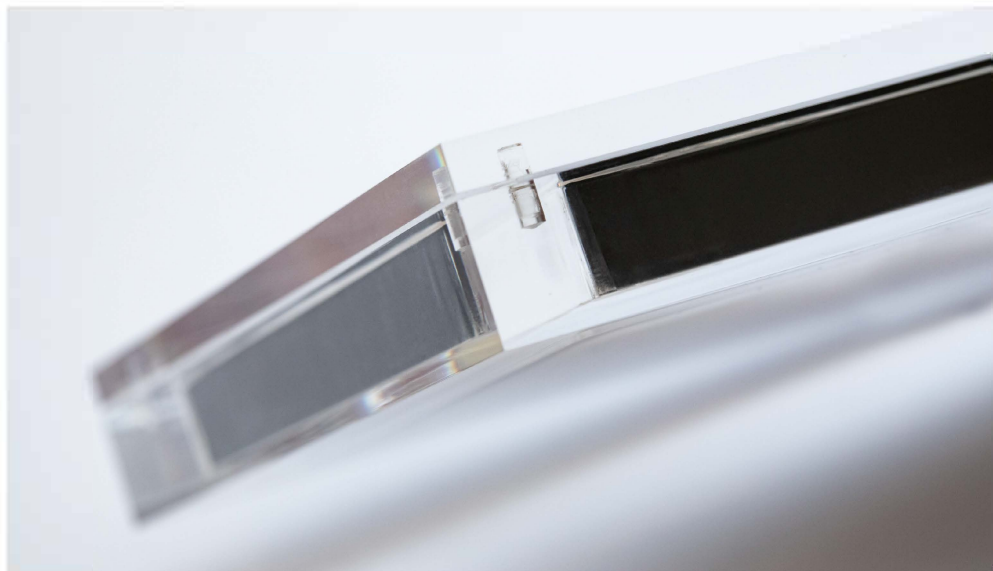
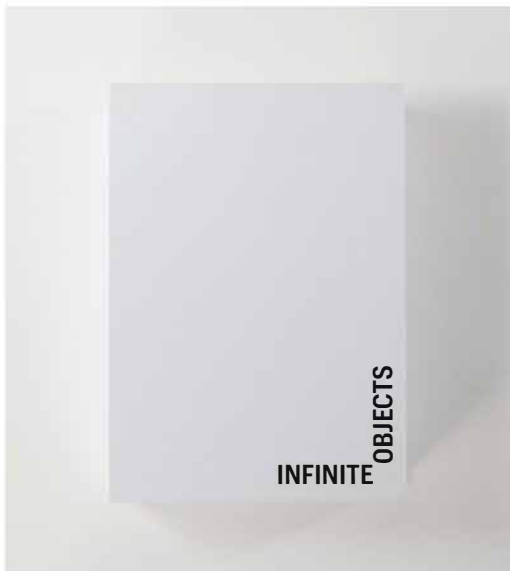
Jeremy Couillard, Artist

Infinite Objects is the result of a 2017 collaboration between GIPHY (giphy.com) and product R&D studio Planeta (planeta.cc). The core of Infinite Objects' mission is built on the belief that physical expression of digital content through non-updateable, immutable displays can completely shift the way video is valued, distributed, and appreciated. The Infinite Objects video print holds up to 24

hours of video in a perpetual loop, delivering the same experience as art prints or photographs, all in a 7" display. Infinite Objects exists to find new and compelling ways to elevate video —whether that be fine art, licensed material, or user-generated content—and define new ways of buying, selling, owning, and experiencing video.

**“ We’ve been developing Infinite Objects over the past 2 years with the goal of evolving how we value video outside of our phones and laptops. It’s an honor to collaborate with Rhizome, a leader in born-digital art and culture, in sharing this vision with the world.**

Joe Saavedra, Founder, Infinite Objects



Led by Executive Director Zachary Kaplan, Rhizome champions born-digital art and culture through commissions, exhibitions, digital preservation, and software development. Rhizome has played an integral role in the history of contemporary art

engaged with digital technologies and the internet. As a leader in digital art innovation, Rhizome continually seeks to better honor their permanent collection and artists, making this partnership with Infinite Objects a natural fit.

“ We're thrilled to partner with Infinite Objects on the occasion of their launch. Born-digital art requires its own innovative formats, and Infinite Objects has produced an aesthetic platform worthy of the creativity of the artists they're empowering. It's wonderful to see and will greatly benefit the field.

Zachary Kaplan, Executive Director, Rhizome



Rhizome artist Sebastian Schmieg *All jQuery Effects*, Duration 15m 13s

The Infinite Objects launch collection features works by 11 artists: Jeremy Couillard, Allison Bagg, Alfredo Salazar-Caro, Claudia Hart, TraceLoops, Thoka Maer, exonemo, and Peter Burr. Rhizome curated works by Sara Ludy, Sebastian Schmieg, Andrej Ujházy, who each have longstanding relationships with the organization and are field innovators.

Infinite Objects' next partnership will come later in the fall when they team up with GIPHY Arts and Museum of the Moving Image.

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please visit [nfnt.io/press](https://nfnt.io/press)