





STORIES & INSIGHTS

Meet Adela Andea

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Alright – so today we’ve got the honor of introducing you to Adela Andea. We think you’ll enjoy our conversation, we’ve shared it below.

Adela, thanks for joining us, excited to have you contributing your stories and insights. One of the toughest things about progressing in your creative career is that there are almost always unexpected problems that come up – problems that you often can’t read about in advance, can’t prepare for, etc. Have you had such and experience and if so, can you tell us the story of one of those unexpected problems you’ve encountered?

My artistic mission is to seamlessly integrate art and technology, highlighting the progress in both fields to raise awareness. Unlike traditional approaches that often replicate historical styles, I am committed to pushing the boundaries by utilizing the latest technological advancements available. This approach, however, introduces a series of ongoing challenges.

Acquiring the necessary technical knowledge is the first major hurdle. This involves either personal development or leveraging the expertise of my team, which includes engineers alongside artists. Identifying new and appropriate technologies then leads to the next set of challenges: integration efforts.

Consider a seemingly simple task: installing a light bulb behind a surface to illuminate it from behind. While straightforward in concept, the practical execution reveals complexities, such as heat production from the bulb that must be efficiently managed. This was particularly challenging with incandescent light sources, which generate significant heat. Although the transition to more energy-efficient CCFL and LED lighting has alleviated some of these issues, careful consideration is still required in their implementation.

The complexities multiply when transitioning from private art pieces to public installations.

Public projects must adhere to stringent building codes, which are typically designed with traditional construction in mind, not art installations. This often requires creative solutions to comply with regulations while maintaining artistic integrity.

In summary, while the integration of art and technology opens up new possibilities for creative expression, it also brings with it a unique set of challenges that require innovative solutions and a deep understanding of both artistic and technological domains.





As always, we appreciate you sharing your insights and we've got a few more questions for you, but before we get to all of that can you take a minute to introduce yourself and give our readers some of your back background and context?

As a light installation artist and sculptor, I am inspired by the beauty of nature, science, environmental issues and technological advances. I create large scale immersive light installations using the latest technologies in the computer and light industry, mass produced objects, 3D printing, laser technology and a variety of other processes and materials. Formally, my work has a very distinctive style that I have developed for the past two decades. My installations present original and cutting age ideas in the new media artistic field. The vibrant energy and the unique esthetics of my work bring liveliness, color and brightness into the space of the viewers, stimulating the visual senses and transponding the audience into cutting edge futuristic artificial ecosystems.

Conceptually, my work is about creating artificial technological environments that simulate the "beauty" assigned to the natural landscapes or environments. The experience of seeing it does not come only from direct visual observation, it is also about seeing through the lenses

of technology and progress made in a plethora of disciplines, from underwater cameras to space telescopes. My installations insist on the visual transformation of inorganic into organic matter, and the blending of the organic with geometric. The aesthetic aspects of my art comment on the antithetic perception of real vs. artificial or organic vs. geometric. The infusion of my art ideas with the new technologies relies on current availability of materials on the market, which are also well received through consumer perspective. Better technologies can improve the environment by consuming less energy. The balance between nature and technological progress is still fragile; however, my art is not treating them as antithetical.

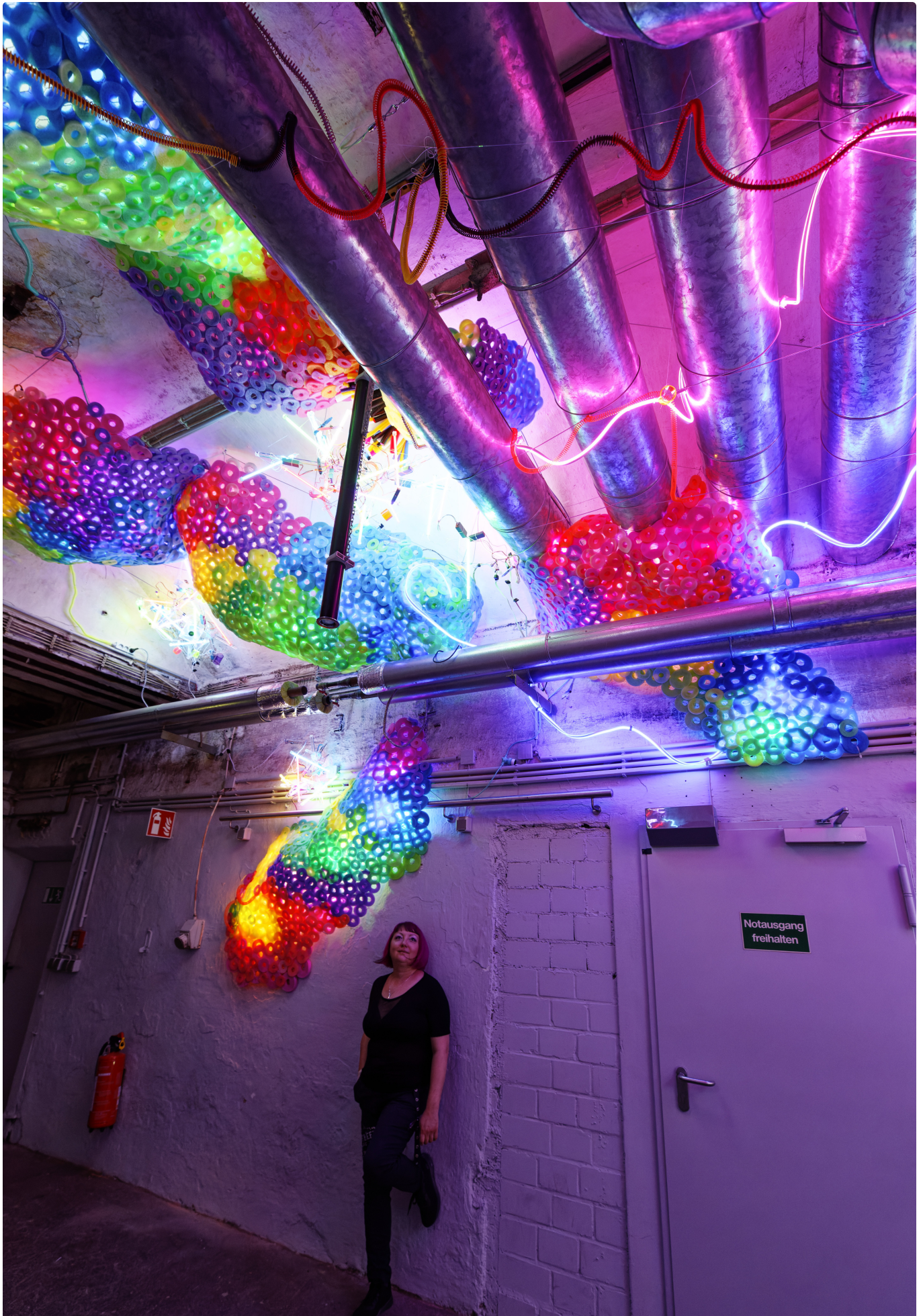
My artistic medium is light. Since such a medium does not exist by itself. I use all aspects of this technology as visual elements in the creation of my work. For example, each cable connecting components becomes important and it is manipulated to create an interesting effect. Based on my previous painting/drawing background, I use the materials to physically paint or draw in a 3D space. All the electronic components are transformed into a story about the technology of the moment. The light installations and sculptures are filled with various recycled plastic materials that are changing the perception of the light and are advancing the phenomenology of light.

There are current discursive practices continuing from the perspective of the semiotics mechanism. The conversation with new and exciting information that connects the aesthetic and use of technology to the individual perception of the art work define the context of the work in the individual experience as a sign of communication, a construction of the self-based on this infusion of technology into the gamut of human activities. My art investigates not only the implications of consumerism on post constructed self, but the link between culture and the individual through the various technologies.

Any technical equipment or objects carry meaning in the form of signs, which are social constructs that stand for their utility, define the purpose of certain activities, and/or facilitate new types of communication. The meaning of my work comes from revealing and exposing the role of certain technology in the formation of the person as a cultural framework of the post self, by analyzing this idea in contemporary coordinates, as time and place. I also hope to emphasize the role of artists associated with new media in the current main cultural and social movements, to place the meaning of their artworks in the context of the present technological developments and to point to their social, cultural and political impact.

By revealing the scale of personal expressiveness through new technologies, the aesthetic discourse is questioned by the presence of consumer electronics as an art subject and material. The self-referential materials allow the viewer to become a consumer once again. As for myself, as an artist, it is a way to escape engrained aesthetics and recharge the art making process.

My art offers opportunities to investigate the visual significance of contemporary technologies. It provides a commentary on the individual interaction, theoretical discussion of the post-traditional self and how certain technologies are embedded in our culture.









Can you tell us about a time you've had to pivot?

Art has always been my first love and principal interest. However, during my school years, I was groomed for a career in the legal field, following in the footsteps of my father, a corporate counsel. I even attended law school in Romania, where I was born and raised. After immigrating to the United States in the late 1990s, I initially worked as a paralegal. This position provided me with a stable foundation, but it was clear that my passion lay elsewhere.

Seizing the opportunity for a fresh start in a new country, I decided to pursue my true passion and made a pivotal career shift from law to art. I enrolled at the University of Houston, where I obtained a Bachelor of Fine Arts in Painting. My educational journey continued at the University of North Texas, where I earned a Master of Fine Arts in New Media.

This decision to switch my focus from law to art was among the best I have made. It laid the foundation for my artistic career, allowing me to truly embrace and develop my creative skills. Today, my work seeks to blend innovative technologies with traditional art forms, continually challenging and enriching my artistic expression.



Is there a particular goal or mission driving your creative journey?

In my artwork, I delve into the intricate balance between nature and technology. As technology advances rapidly, natural elements are often replicated or replaced by technical simulacra. Through my art, I aim to highlight this delicate equilibrium and challenge the misconception that nature and technology are antithetical.

While progress is inevitable, technology, often blamed for environmental degradation, also holds the key to ecological preservation. Technology is fundamentally a tool; its impact is determined by our choices. As humans, we wield the power to use technological advancements responsibly and constructively.

Our achievements in technology range from simple innovations like energy-efficient LED light bulbs to complex breakthroughs in Artificial Intelligence, Machine Learning, and Generative Large Language Models. These advancements carry immense potential. My vision is to inspire a shift in focus towards using this potential to enhance and harmonize with our natural environments, rather than pursuing narrowly self-interested goals.

By integrating artistic expression with technological innovation, I strive to foster a greater appreciation for our natural world and encourage more sustainable interactions with our environment.







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