

Web ~ <https://www.mattkeff.com/>

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Matthew Keff is an audiovisual digital artist. Through interactive software-based works and graphics, Keff aims to reveal the inherent awkwardness of contemporary digital visual culture and considers the role emotions play there. Inspired by emoticons, collectibles from video games, the internet, and other icons of popular digital culture, the works combine an eccentric and sweet aesthetic. Most of Matthew's projects are inspired by reflections on gamification, the application of game design elements in non-gaming contexts, and how it is used to study or guide human behavior. These works delve into the psychological mechanisms that underlie interactions between individuals and the digital world, exploring the communication and experience of emotions.

After obtaining a BFA in Film and Video at the School of Visual Arts in New York, Matthew has been commissioned by major film and music festivals and has been seen in international exhibitions, including the CADAFA, New York, US, Supernova Digital Animation Festival, Denver, US, Magdalen Art Space, Oxford, UK, CCAM Yale University, New Haven, US, Somerset House, London, UK, Del Carme Centre Valencia, ES, 4Culture in Seattle, US, Chromatic Festival in Montreal, CA, Abrons Arts Center, New York, US, HereART in New York, US, Tokyo Game Show, Tokyo JP, A Maze Festival Berlin, DE, and the Museum of Human Achievement in Austin, US.

Matthew Keff New York, USA

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Education

School of Visual Arts, B.F.A., Film/Video, 2007

Solo Exhibition

2023 Nothing Means Anything in Juicy Squish, Polygon Palm, Online

Selected Group Exhibition

2023 Night Lights Denver, Daniels & Fisher Tower, Denver, US
For the Culture: 6529, NFT Factory, Paris, FR

2022 CADAFA, Web3 Gallery, New York, US
Artpoint, Galeries Lafayette, Paris, FR

2021 CMC Playground, Site Gallery, Sheffield, UK
Artpoint x VeePee, VeePee Headquarters, Paris, FR
Disco Tehran, 99 Scott Studio, Brooklyn, US
Denver Theatre District, Denver Pavilions Mall, Denver, US
Roppongi Art Night, Roppongi, Tokyo, JP
Art Homepage Fair, Arebyte AOS, Online

2020 Creative Code Festival, Lightbox NYC, New York, US
Supernova Digital Animation Festival, Denver Digerati, Denver, US
.Art x Ars Electronica Online Exhibition, Online
Wretched of the Screen, DAR x The Wrong Biennale, Online
The Wrong Epicenter, Center Del Carme, Valencia ES
Wretched of the Screen, Magdalen Art Space, Oxford, UK
Framed x Lalaport, Lalaport, Yokohama, JP

- 2019 Our Beautiful Planet, Abrons Arts Center, Manhattan, US
 Dizzy Spell: Purposely Frivolous, Buntport Theater, Denver, US
 Framed x Whitestone Gallery, Dong Gallery, Taipei, TW
 Games for Windows, Current Scene, Rochester, US
 Heyday, CCAM Yale University, New Haven, US
 IEEE GEM, Yale University, Stamford, US
 Creative Tech Week, Radiance VR x NYIT, New York, US
 Now Play This, Somerset House, London, UK
 Gilded Dimension, SoHigh Gallery, Melbourne, AU
- 2018 MediaLab, Cinekid, Westergasfabriek, NL
 Arcade Different Games Conference, Worcester Polytechnic Institute, Worcester, US
 Tokyo Games Show: Indie Games Area, Makuhari Messe, Chiba, JP
 Storefront Media Gallery, 4Culture, Seattle, US
 Patch Gif Party, Teer Art, AVA Center, Tehran, IR
 Pop of Color, HereART, New York, US
 Bed Art School, Galerie Galerie, Montréal, CA
 Mood Machine, Standard Vision, Los Angeles, US
 A Maze./Berlin, Urban Spree, Berlin, DE
 ALTcade 3 RE:SOUND, Open Signal, Portland, US
- 2017 Homeostasis Lab, The Wrong Biennale, Online
 Creative Collection, Zium Museum, Online
 A Maze./Johannesburg, Tshimology Precinct, Johannesburg, ZA
 Arcadia, West Ward Works, Dundee, SCT
 Virtual Firecracker, Bogart House, Brooklyn, US
 IRL, Museum of Human Achievement, Austin, US
 A Maze./Berlin, Urban Spree, Berlin, DE
 BYOB, R/SF Projects, San Francisco, US
 UMW Media Wall January, Fredericksburg, US
- 2016 Basement Sale, Chinatown Soup, New York, US
 Samples Transvideo: Borderless Image, Diorama, Mexico City, MX
 Felt Zine, Matchbox Gallery, Houston, US

Residency

- 2020 Lot Residency, Silicon Valet, Online
 2019 Digital Artist Residency, Online
 Artistres_, Bubbles, Online
 Is this It?, Heyday, Online
 2018 Ace Hotel x Giphy AIR, Ace Hotel, New York, US
 2017 WelcomeToMyHomepage.net, Online

Event Commission

- 2016 Keroxen 16, Canary Islands, ES
 Elements Festival, Brooklyn, US
 SOS Festival 4.8, Murcia, ES
 2014 ChemCreative, Brooklyn, US
 Galapagos Art Space, Brooklyn, US
 Tribeca Grand Hotel, New York, US
 2013 Downtown Standard Hotel, Los Angeles, US
 2012 The Old Truman Brewery, London, UK
 918 Bathurst, Toronto, CA

Online Publication

- 2019 Jyni Ong, "Matthew Keff digitally riffs off the design tropes of social media and advertising", It's Nice That, [itsnicethat.com](https://www.itsnicethat.com)
 2017 Bruno Dias, "'The Zium Museum' is an Art Gallery You Can Download", Waypoint, [waypoint.vice.com](https://www.waypoint.vice.com)
 Matt Cox, "Tour a virtual gallery in The Zium Museum", Rock Paper Shotgun

rockpapershotgun.com

Philippa Warr, "Smile While: a joyful free colour extravaganza", Rock Paper Shotgun,

rockpapershotgun.com

Ethan Gach, "A Game Jam About Watermelons All Started Because of a Joke", Kotaku,

kotaku.com

Matteo Bittani, "Game Art: Matthew Keff's Game Engine Experiments", Game Scenes,

gamescenes.org

2015 Noisey Staff, "Premiere: Toma un Empalagoso Viaje Cosmico con Tama de Ocellot",
Noisey, noisey.com

Marcos Hassan, "Meet Barcelonas Ocellot, Electronic Psych Pop Exploding in
Technicolor Tama", Remezcla, Remezcla.com