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## ***Biography***

Matthew Keff is a digital and installation artist based in New York holding a BFA from SVA (School of Visual Arts) 2007. Thinking over digital life and feelings, these works squish together the aesthetics found in videogame and internet culture. Through interactive app-based works and graphics, Keff looks to reveal the more awkward nature of contemporary digital visual culture and considers the role emotions play there. This sweet-as-candy imagery is informed by attention economy mechanisms used in digital marketing, where emotional engagement is a highly valued commodity. Matthew has participated in numerous international exhibitions at CADAFA, New York, NY (2022) Supernova Digital Animation Festival, Denver, CO (2020), Magdalen Art Space, Oxford, England (2020), CCAM Yale University, New Haven, CT (2019), Somerset House, London, UK (2019), 4Culture, Seattle, WA (2018), Chromatic Festival, Montréal, Canada (2018), Abrons Arts Center, New York, NY (2019), Tokyo Game Show, Tokyo, Japan (2018), and A Maze Festival, Berlin, Germany (2018)

## ***Statement***

I'm interested in the mind mechanisms behind human interactions in the digital and how emotions are communicated and felt there. Lately, many of my projects have surrounded thoughts on gamified design and how they are used to study or steer behavior. I make videogames intended to be continual works in progress, unfinished or otherwise broken pieces of software. Playing with these simulations creates awkward audiovisual scenarios and riff off emoticons and collectible rewards, digital candy.

These software-based projects are a starting point for digital or physical installations. My installations imagine pseudo subcultural paraphernalia, taking inspiration from digital device accessories, advertising design, hacker/mod scenes or videogame convention swag. Video, vinyl stickers, 3D fabrication, modified devices, interactive apps, and advertising signage techniques are some of the materials I turn to in this.

I am influenced by the history of video art, videogame art, and expanded internet art landscapes and reference the design and iconography found in current digital pop culture including videogaming and social media. The visual culture cultivated by attention economy mechanisms and used in digital marketing is oddly intriguing. I'm curious about how emotions operate in this context and use these projects as a place to try out different kinds of audiovisual experiments.

**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

- 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://itsnicethat.com)
- 2017 Bruno Dias, "'The Zium Museum' is an Art Gallery You Can Download", Waypoint, [waypoint.vice.com](https://waypoint.vice.com)  
Matt Cox, "Tour a virtual gallery in The Zium Museum", Rock Paper Shotgun [rockpapershotgun.com](https://rockpapershotgun.com)  
Philippa Warr, "Smile While: a joyful free colour extravaganza", Rock Paper Shotgun, [rockpapershotgun.com](https://rockpapershotgun.com)  
Ethan Gach, "A Game Jam About Watermelons All Started Because of a Joke", Kotaku, [kotaku.com](https://kotaku.com)  
Matteo Bittani, "Game Art: Matthew Keff's Game Engine Experiments", Game Scenes, [gamescenes.org](https://gamescenes.org)
- 2015 Noisey Staff, "Premiere: Toma un Empalagoso Viaje Cosmico con Tama de Ocellot", Noisey, [noisey.com](https://noisey.com)  
Marcos Hassan, "Meet Barcelonas Ocellot, Electronic Psych Pop Exploding in Technicolor Tama", Remezcla, [Remezcla.com](https://Remezcla.com)