



JIM SERBENT ARTIST

In the late '60s during a USAF tour of duty in the Far East I learned the essentials of still photography as well as the fundamentals of sumi-e (Japanese ink painting), and the tenets of Zen. Following military service and subsequent studies for a degree in communications, I pursued a career in broadcast video production where composing and editing the moving image not only demanded extensive photographic expertise but practical knowledge of all aspects of media production from audio to art direction. Although much creative energy is tapped for producing, directing, editing and scripting, my true artistic calling was not fully realized in the commercial video arena. I attained complete artistic freedom through independent video art projects and digital print making.

Now retired from TV broadcasting I focus on these endeavors on a daily basis. Since the early 1980s my artworks have been featured at: The Whitney Museum of American Art, SFMOMA, The Corcoran Gallery of Art, Triton Museum of Art, Washington Project for the Arts, D.C. Art Center, Arlington Arts Center, Faber Birren National Color Award Show, AFI and numerous other film festivals, and art spaces in New York, Washington DC, Virginia and California.

Because my prints are almost always multi-layered or multi-paneled, often incorporating video-generated imagery, I consider myself more of a digital print maker than a fine art photographer. Video art and digital printmaking are my primary media, the latter bifurcating into abstracts and the Koan series. Many of the abstracts are unique in that video feedback, a process exploited by video art pioneer Nam Jun Paik, played a significant role in their creation.

As digital photographic collages the Koan (Japanese for Zen riddle) series encourages intuitive contemplation beyond the surface of what we see. Allow these works to jolt your mind into a new state of awareness. Let them confound conventional thinking and mundane interpretation. In the Koan sub-category, Ganseki (Rock) Koan project, long gone pancultural figures gaze out at you the living from ancient sea rock formations. Look upon them as meditations on your own mortality. Please visit www.central-control.com.