Technical side of the project

Color Digital (Electronic Flower) was created within the concept called Genuine Digital Art (www.colordigital.art) and represents the series of projects that were 'written' with QR-codes.

QR-code in this case *is* the electronic flower. For example, Magenta exists only in the digital space.

There were times when artists had to make themselves paint before creating a piece of art. Today a digital artist can make himself 'electronic paint' to do the same — although slightly different — job.

Using 'flowers' (those of QR-codes) I have created the elements of mosaic which can be presented as different pieces of art or the whole mosaic can be that which I call 'a bouquet'. By saying 'a bouquet' I mean both a bouquet of flowers and also a series of 'bouquets' consisting of people's portraits — without those there can be no digital art as of my opinion.

Each QR-code was generated by a program that was specially made for this case and resembles the actual flower with its petals and stamens. To each QR-code was given a name of the flower the color it represents (for example: rose, lilac, jonquil, goldenrod and others) which leads to the specific web-site's page that carries the letter-format name of the flower (or color) in which QR-code was painted. Also, to each of those 'flowers' was given a third level domain name, replicating its color name. For example: rose.colordigital.art. The web-site has the home page (colordigital.art) that holds the concept it based on, but also sends by each letter to the page of specific 'flower'/color.

This creates a few levels of recursion — or recursive loops — that unstoppably 'dances' around *signifier* and *signified* by switching them places every now and then.

These are the QR-flowers/QR-colors (please scan with your phone):
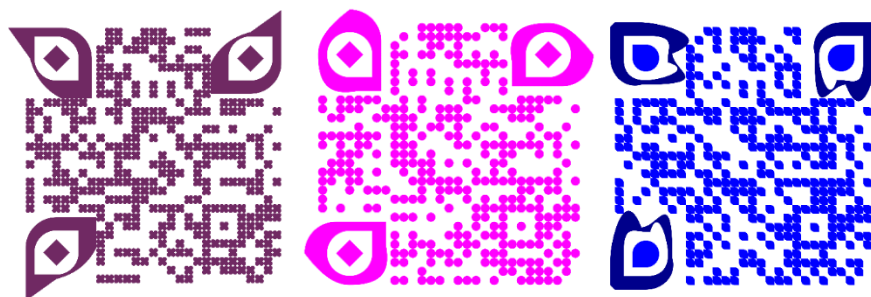
The concept of Genuine Digital

Within concept of Genuine Digital tools of expression as QR-code, link, web-site and domain name was chosen.

What is Genuine Digital Art? Firstly, it is an heir of pop-art, which made art the subject of everyday life. Secondly, of net-art, established in 1974 when art using telecommunication media has begun.

As of today, we can ask about authenticity of digital art (Genuine Digital Art) — with unintentional help of the following:

a) fundamental:

- developing of DLT (Distributed Ledger Technology)
- emergence and spread of NFT, one of the potential decisions for the problem of authenticity of digital, the unobstructed and endless copying of which is a long-time feature

b) situational
- COVID-19 pandemic, which has shown us that the major part of business activity can be transported into the digital space without losses
- the selling of the original source code for the world wide web by Tim Berners-Lee, its creator, — as the first NFT during Sotheby's auction

Today it is undoubtful that digital space is becoming a new continent, new India or America, if you please. New people's space simply cannot bear without new art that reflectively grasps this new life and these new people living it.

Modern art is not new to digital space, which it uses as media the same way as it uses canvas, paint, stone, metal, plastic, etc., meaning uses new creative space to recreate old media. But what is the fundamental difference between digital media and analog one?

Digital media cannot exist in analog world, it can only exist in digital. But it is not simply a copy of analog in digital. Media of digital art is what can only exist in digital world applying digital tools and cannot be recreated (as if only metaphorically) in analog:

QR-code cannot exists/execute (exe-est; exe-stentialism?) in analog;
link cannot exists/execute in analog;
domain name cannot exists/execute in analog;
web-site cannot exists/execute in analog;
hypertext cannot execute in analog;
pixel(?) cannot execute in analog;
CGI-scripts and programming languages cannot execute in analog —

All of the above can exist *only* in digital — by being also its foundation.

So what is exactly Genuine Digital Art? It is art that uses true digital media — media which cannot be recreated (and thus exist) in analog world.

It is our future job to path the ways of true digital art. We can — altogether — search for the 'true' with the help of Art, by treating digital as fundamentally new and to express what analog art is incapable of.

P.S.: This project is in progress for the NFT-platform (name and actual address under embargo for now). The first hundred participants will include Russian artists such as AES+F, Pokras Lampas, Platon Infante and Sasha Zabaluev. International names will be: Tony Futura, Marcus Chancellor, Yogal Odrani, John James (aka early W~Rm).

P.S.S.: Withing this concept I also work on few other pieces of digital art using as media not only mentioned QR-codes, links, web-sites and domain names but also animation, 3D-space, virtual reality and other. I was also asked to participate in an exhibition in Miami and there's another project for one of the most celebrated Russian museums.