

# NATIVITY

Martha Fiennes

Presented by

IZM Productions

This moving-image artwork is a highly contemporary interpretation of the Christ Nativity story.

Martha Fiennes has created the pioneering and unique artwork which enables the image to perform its own functions, effectively to 'come alive'. The process uses a highly innovative new media technology called SLOimage™ and has been developed in partnership with producer Peter Muggleston.

The large-scale representation of the Nativity has been inspired by the great canon of Renaissance painting on this subject matter. Like many paintings that have explored this theme, the work features amongst others, the Madonna and Christ Child, Joseph, Shepherds and Archangel Gabriel.

Fiennes wanted to create and explore a medium that had the contemplative feel of fine art forms like painting and photography but that extended beyond some of the implicit limitations of those forms. Fiennes felt that there were simultaneously creative limitations in the moving image world generally imposed by its commercial pressures and the use of traditional systems of process, content and distribution.

Inspired by a conviction as to some of the untapped creative potential within moving imagery technology, Fiennes used her experience as a practitioner to begin to devise an idea which challenged the conventions of moving image editing in which images and sequences are 'fixed' indefinitely.

The SLOimage™ software enables the image to make its own decisions as to what to show. Changes are therefore unknown to both makers and viewers as the image transforms through a vast range of pictorial content, settings and 'manifestation'. In this way the piece could be said to possess its own level of consciousness. The element of chance as to what the picture shows at any one time can be compelling and may generate meaning and interpretation in unexpected ways.

NATIVITY has been created in partnership with leading post-production company, MPC and basement software company Existential Ltd. Audio by Magnus Fiennes.

In partnership with Covent Garden London, NATIVITY will be housed on the Piazza for the public to visit throughout Christmas, 10<sup>th</sup> November 2011 – 2<sup>nd</sup> January 2012.

[www.sloimage.co.uk/nativity](http://www.sloimage.co.uk/nativity)

For further information, please contact: [info@sloimage.co.uk](mailto:info@sloimage.co.uk)

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