

## **GOFO ART is proud to announce its exclusive worldwide representation of Australian artist Ian Williams**

*GOFO ART has announced art collaboration with Ian Williams, a highly talented contemporary artist and is all set to organize the first art exhibition with him in Shanghai this summer!*

**Hong Kong, June 16, 2020** - GOFO ART by Global Focal is an innovative consulting firm, helping Asian and international contemporary artists to develop better strategies, foster the reputation and visibility, and share their visionary work with people around the world. Recently, the company has announced [art collaboration](#) with Ian Williams and will kick start this partnership this summer by organizing an exhibition expressing boundary-pushing curatorial concepts in Shanghai, China.



*Image: Ian Williams, Fool's Gold, 2019, oil on canvas, 47 ¼" x 70 ⅞" (120 x 180 cm) © Ian Williams*

Ian Williams' artistic abilities touch multiple domains. He has emerged as a powerful contemporary voice who works on the convergence of art and virtual environments. Williams uses his art to seek the answers to profound questions such as: Does non-physical mean non-real? How

can something physical respond to a non-physical space? His pursuit of understanding the metaphysics of virtual space leads him to reflect on visual perception in the digital era and the definition of what is real and unreal in the current context.

Williams employs three-dimensional computer modelling to start creating his one-of-a-kind art pieces. The procedure begins with extracting intrinsic elements from a [video game](#) and removing the photographic textures from them. Williams then moves on to investigate the true nature of these objects by applying colors to them. The result is quite encouraging because the objects become barely recognizable as parts of the original virtual object. He has built a library of these kinds of 3D Models which are known as 3D Collage in his language. In his works, the artist extracts, decontextualizes and re-signifies the objects in the painting.

In the words of Jaco Cheung, the co-founder and director of GOFO ART: *“Having followed Williams’ artistic journey thus far, I really could not be more thrilled to announce our collaboration, and we are looking forward to organizing various artistic events with him to inspire global audiences.”*

GOFO ART is also delighted to present a solo booth of new paintings by Ian Williams at the sixth edition of ART VANCOUVER in Canada this September. Williams’ varied and vibrant canvases will amaze the audience as they will experience in the [contemporary art](#) his continued investigation and questioning of how a technique as traditional as painting can reveal the aesthetic experience within video games.

**Ian Williams** (b. 1976, Truro, UK) lives and works in Perth, Australia. He earned a First Class Honors in Bachelor of Fine Art at Curtin University, Perth, WA (2018) and currently continues his doctoral research in fine art (PhD). Collections include Artbank; Curtin University; University of Western Australia; Central Institute of Technology; Town of Victoria Park. Awards include the Curtin University's Vice Chancellor's List (Honours) (2019); a finalist for the Royal Perth Art Award (2018); Macquarie Art Award (Sydney) (2015); a finalist for the Bankwest Art Award (2015); Artsource Industry Award (2011); and winner of the Better City, Better Life, Council House, Perth (2010)

Williams’ recent solo and two-person exhibitions include: *Painting the Unreal*, Bunbury Regional Art Gallery, Bunbury (2019); *The Life Around*, Midland Junction Arts Centre, Midland (with Ellen Norrish) (2019); *Still Bytes*, The Lobby, Swanbourne (2019); *Deadspace*, Turner Galleries, Northbridge (with Nathan Brooker) (2017); *Mind Games*, Shopfront Gallery (CIT); Northbridge (with David Ledger) (2015); *Open World*, Free Range Gallery, Perth (2015).

Williams’ work has also been featured in numerous group presentations include: *Abstracted*, Flux Gallery, Perth (2019); *Rottnest Foundation*, Holmes a Court Gallery, West Perth (2019); *November | Ides*, November Art Space, Fremantle (2018); *1717 Painting/Not Painting*, Galerie Pompom, Sydney (2017); *Aim to Please*, Another Project Space, Perth (2017); *Steal*, Linton & Kay Galleries, Perth (2016); *Plastic*, MOP Projects, Sydney (2015); *First Look*, Buratti Fine Art,

Subiaco (2015); *Lightbox*, Perth Cultural Centre Screen (Fringe World), Northbridge (2015); *Darlington Arts Festival*, Darlington Hall, Darlington (2014); *Watch This Space*, Mundaring Arts Centre, Mundaring (2014); *Floorplan 202*, Kurb Gallery, Northbridge (2013); *Into the Mountain*, Paper Mountain, Northbridge (2012); *Hatched National Graduate Show*, Perth Institute of Contemporary Arts, Northbridge (2012); *SWAP Outskirts Festival*, Showcase Gallery (CIT), Northbridge (2011); *Scratching the Surface*, Shopfront Gallery (CIT), Northbridge (2011); *Drawn*, Oats Factory (Melody Smith Gallery), Perth (2011); *Porridge*, Oats Factory (Melody Smith Gallery), Perth (2011); *Better City, Better Life*, Zhejiang Library, Hangzhou, China (2010); *Traces*, Showcase Gallery (CIT), Northbridge (2010).

Instagram: [@ian.williams](#)

**GOFO ART by Global Focal** is an innovative consulting firm that was founded in Hong Kong in 2019 and currently, the collaborative network covers cities such as Vancouver, Toronto, Paris, Tokyo, Osaka, Taiwan, Beijing, and Shanghai.

Instagram: [@gofoart](#)

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