

Dear Fellow Artists,

There are, in New York, several artists who use a “reductive” approach to pursue their work. “Reductive” implies that the aesthetic means has been simplified, purged of excess and reduced to some fundamental “essence.” The governing logic assumes a “reductive” posture searching for basic, fundamental means to convey content directly to the viewer. Within this reductive paradigm are innumerable approaches, not only in terms of mediums, but also through conceptual structures, which emphasize pure sensory perception, a basic function of vision. My concerns in this sense, are the direct reception of color, spectral energy as a primary source of content. Direct perception of color sensation reduces and simplifies the demands placed on vision. It also liberates the perceptual process from other obligations, the practical tasks of identifying and interpreting images or written language. Once freed from these restraints the perceptual process can concentrate on the absorption of spectral energy (color), as a source for pure sensory experience. In this regard, “Reductive Art” searches to establish basic sensory structures such as paintings with brush strokes of color, to initiate a new source of expressive content in Art.©

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