

A project of Pinterest

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A new art project has launched in the French Riviera that combines fine art painting and digital technology.

Canadian-born artist Dawn Dudek has uploaded a series of 124 images to Pinterest. She has started to paint every image on canvas-paper as part of a project to encourage us all to think about how we store and use everyday images on our computers.



Artist Dawn Dudek, in front of one of her earlier works

"We make choices when selecting and sharing images on social networking sites such as Pinterest. I thought about how these choices define us as individuals, and how this affects our perceptions of people and ourselves. I reviewed the many collected images I had posted online. When I saw them as a whole I became intrigued by the relationship they had to each other. I wanted to take this process a step further and decided the best way to explore these associations was to paint every picture pinned on my Pinterest board and assemble them. After all, if I love these images so much, why don't I paint them?" said Dawn.

Pinterest is a social media platform, launched in 2010. It is a internet image board where users can post and curate their choice of digital images online. The free to use service has around 48 million users worldwide.

Traditional and digital art lovers can follow Dawn's progress on [Pinterest](#) and her website where the project titled [If you love it so much why don't you paint it](#) has already begun to turn pixel into paint. Every individual painting is available to buy online as a limited edition print as soon as each piece is finished.



Cafe Passage (30cm x 25cm) by Dawn Dudek. Painting #9 of 124

The artist has also come up with the novel idea of creating mini-Pinterest-style boards using her paint select and juxtapose her individual artworks to create new compositions called PinSets. Dawn discover early stages of her project that even a small collection of random images could hold one or multiple narratives when placed together.



Example PinSet: What stories emerge from a series of random images?

The project raises interesting discussion on the power of the image, our interplay as curators of digital content and who we are relative to our images.

Dawn said: "The core of my Pinterest project is to look at all the images amassed as a collection and see how it affects the individual. As a visual artist, I have an affinity with single images and also what they say about me as a collective. When you see them as a mass, it's like a visual self-portrait."