



Video Revolution

Installation artist Robert Drummond pushes artistic convention with his innovative video murals

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There are some things in life we all think we know for certain.

"The world is round." Yep. Thank you, Christopher Columbus.

"The sky is blue." Last time we checked.

"Murals are painted." Well, not always.

LA-based artist Robert Drummond is defying conventional artistic norms with his larger-than-life video installations, which appear as large murals on the inside and outside of buildings. He integrates his work with site-specific architecture, sculptural components and interactive video.

Drummond uses cutting edge technology to deconstruct a traditional sense of art and create dynamic interactive visual masterpieces and believes video can transcend the classic monitor frame, becoming its own living and breathing sculptural entity.

"Architecture creates a palette and humans approach it. Public art is the interface and humanity is the crossroads," he says. "There's a large viewership, and there's a miracle that happens through repetition. The more pedestrians walk past a piece, the more they can get involved and develop intimacy."

You'll find Drummond's latest work in Virginia Beach where one of his video installations is featured on the wall of the Virginia Beach Convention Center. The two 90-foot wide, nine feet high video walls showcase a projected montage of images from around Virginia Beach.

Not surprisingly, Drummond's creative process involves unique methods, and he actually invents some of the technology that brings his work to life. Drummond believes the future of art is in technology and the Internet. He recently participated in a project called *Internet II* where art was created in Miami and Los Angeles and streamed to an audience in Fairbanks.

And next Drummond will travel to Portland to study with a

glass artist where he will explore the effects of projected montages on glass and the process of casting perfect life forms.

"I'm happiest when I'm traveling with my HD camera strapped to my back," he says. "I like to stay in 200-year-old adobes in New Mexico and draw inspiration from nature."

But there's also plenty to inspire him closer to home. When he can't get away to an ancient adobe, he climbs the hills of East LA or gets close to the "wildlife" in his loft at the Brewery in Downtown LA by spending some time with his cats.

Drummond came to LA from his native Wisconsin to get his graduate degree from the University of Southern California and has drawn on the city's fast-paced energy ever since.

"It's constantly changing. Los Angeles is springboarding the rest of the world into progression," he says. Drummond is a part of that progression as well. Recent installation exhibitions include *Decoding Highlights* at VTO Gallery in London, *Memory Prismatic* at Ground Zero in Marina del Rey and *Emotion Anamorphic* at DCA Fine Art gallery in Venice, Calif.

West Hollywood may be home to his next major installation. Drummond is waiting to hear from the WEHO City Council about wrapping a still image around a glass residential building in West Hollywood.

Or perhaps the next installation could be in your own home. A smaller scale LCD version of his work can be commissioned for your home. One of his pieces is hanging in architect Whitney Sander's self-designed "Canal House," *Architecture* magazine's 2004 "Home of the Year," located in Venice (see above image).

"All you need is a projector that's dedicated to the artwork. You have to realize that you are not going to play ESPN on Saturday with that projector," says Drummond.

You can see more of Drummond's work at www.robertdrummond.com. □