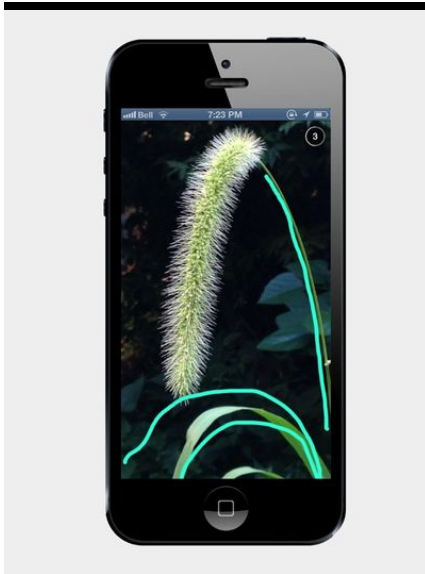


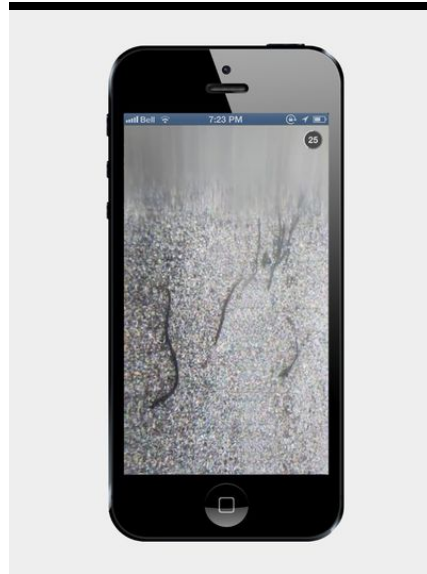
# SNAP ART

By Calum Ross

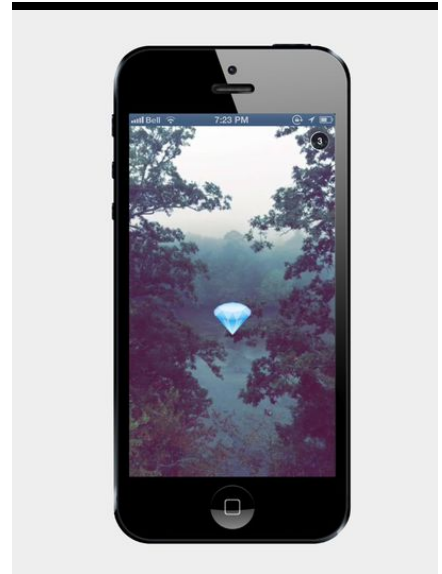
02 : 09 : 2015    Digital Collecting : Photography : Max Marshall



Sergiy Barchuk for This Is It/Now, Global



Nico Krijno for This Is It/Now, Global



Roxana Azar for This Is It/Now, Global

Global – A group of creatives have taken to Snapchat to launch a photography exhibition on the messaging application.

• **This Is It/Now runs from 3 August to 13 September**

• **Six artists are using the social media platform to create ephemeral digital pieces**

Over the course of six weeks, six photographers will take control of the [thisisitnow](#) show account on Snapchat, using the platform to produce and share original photography and video pieces. Participating artists [Nico Krijno](#), [Roxana Azar](#), [Sergiy Barchuk](#), [Ruth van Beek](#), [Lonneke van der Palen](#) and [David Brandon Geeting](#) will each have a week to control the Snapchat account to create their one-off digital pieces. The artists will make full use of the app's image editing options, adding emojis, text overlays, filters and line drawings over the top.

'The result is an ephemeral gesture within a controlled environment, which is sent directly from the artist to the viewer,' co-curator Max Marshall told [The Creators Project](#).

**The Big Picture:** As the world becomes increasingly digital, fine art is beginning to move to online platforms in a bid to become more accessible. Learn more by reading our [Digital Collecting](#) microtrend.