

Painters Painting Paintings

A platform for spending longer with paintings, online.

Slow

Slowness is a cultural force in other key elements of human endeavour, especially as an antidote to markets which have previously traded on speed: the Slow Food Movement – a term coined in 1986 by writer Carlo Petrini – centres on sustainability of the production process as an antidote to the destructive wastefulness of globalised food industries, but also attends to the delight of eating well; likewise, fast fashion is facing a backlash to its throwaway culture and unacceptable working practices.

The overproduction of products, similar to the overzealousness of the art world, is the prompt now for strategies to take more care of what is produced, and who is producing it, as well as the well-being of the consumer, or audience: in art as for food and fashion. Timelessness is

having its moment. A consideration for the slowness of creation, results in work more likely to itself have a lengthy lifespan in the minds and memories of gallery-goers and art lovers. There seems no better time to embrace this shift in speed, while the world acclimatises to its new tempo, a languorous legacy of lockdown.

The word 'slow' has many connotations, many of them pejorative – not understanding readily, plodding, dull, uninteresting, obtuse, stupid, tedious, slack, unperceptive, sluggish among them. It is reclaiming more positive meanings as an antidote to the high-speed forces of globalisation and digitalisation, especially in our era of pandemic lockdowns when slow has become a new inevitability: 'slow' means measured, gradual, thoughtful, unhurried, deliberate.

Engagement

'Painters Painting Paintings' is an Instagram account with some 123,000 followers which showcases our selection of the best modern painters working today. Referencing the landmark 1972 documentary by Emile de Antonio, 'Painters painting', the platform was founded in 2015 and has developed a strong presence among the artist community, facilitating a space where artists, collectors and advisors mingle in their appreciation for all things painting.

PPP is expanding in 2021 and will stage a series of solo and group online exhibitions. Conscious of innumerable viewing rooms now on offer – and their shortcomings – PPP encourages viewers to perhaps engage with paintings for longer periods and at a more considered pace: with this in mind, reading lists, research material and engaging

interviews invite viewers to ruminate on the works we show online.

Our programme has been devised exclusively to show emerging painters from around the world. With our platform designed to slow down the viewer, to enable longer looking, PPP can become a useful resource to further artists' outreach and develop their markets.

They and their paintings, once displayed on our account, will be engaged with right across the art community – with galleries, institutions and buyers exceptionally well represented among our followers. Viewing art online can often be as mystifying as it is exhausting; we attend to this by giving paintings context and affording them time to be properly considered.

A protracted unfurling

Online viewing rooms so often surrender the most valuable and treasured part of viewing paintings: time. Time to scrutinise the details of the surface, time to feel the impact of the whole. This protracted unfurling is a process which is inherent to the history of painting, and to the delight of it as a medium. PPP makes space for the precious time we've lost online.

To plan, resolve, deliberate, paint, then eventually put away: the process of painting is undoubtedly slow. The denouement of that painting then unfolds, slowly, too – as an onlooker looks outwardly, then inwardly, before searching for clues again on the surface. This unfolding slowness, for the painter and viewer is something to be treasured and revered, a counterpoint to our million-mile-an-hour culture of being

always on, omni-informed and ultra alert. The essence of something non-digital.

It is this analogue engagement that – paradoxically for an Instagram forum – PPP pays particular attention to during our fortnight-to-monthly exhibitions: fruitful conversations with the artists on show, examining their thoughts, practice and inspirations.

Looking for longer

As PPP makes the move into an exhibition-based platform, we will support our artists with committed exposure, engaging dialogues and unwavering focus on their painting, to the stimulation and edification of our 123,000 followers. Time spent engaging with an artists' work is often cut short in galleries, as the art world continually demands the next and new.

By encouraging us to look for longer, PPP places processes of cogitation at the forefront of the onlooker's attention. Our platform becomes a repository for the longevity of both the painting and the painter. And, in feeding the desire of art lovers to look for longer, PPP indulges a painting's most powerful effect: its capacity to inspire longing.

Thank you!

For enquiries:
info@painterspainingpaintings.com

Design:
[@numberededitions](#)