Srinivas Surti works with the iconography and design of branding and retail architecture to think about the picturesque as a form of visual consumption. He is particularly interested in how notions of purity are constructed and rapidly consumed through the image. Recent work uses the motif of the ruin in two and three-dimensional form as a recurring pictorial device. In these works the surface and the physical properties of its support become mutually evocative in the process of picturing the desire for an unattainable ideal. Surti will be installing three works from his recent Displays for Distraction in the ASC Window Space in December. These explore the idea of the digital print as a physical object that makes reference to the form of the billboard or photographic infinity curve.

Born in Hyderabad, India, Srinivas Surti lives and works in the UK. He graduated with an MA in Fine Art from Central Saint Martins in 2002 and was a recipient of the Rootstein Hopkins Postgraduate Award in 2001. His work is in private collections in the UK, US and India.