



# **TOP 10 DIGITAL ARTISTS ON INSTAGRAM**

**TREND POD**

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The intersections of digital and physical form are blurring as artists and designers repackage classical art, consumerism, interiors and materials in an inventive and surreal CGI world.

Digital art is having a measurable impact on consumer facing, marketing campaigns and retail as we seek to push the boundaries of how we experience and interact with product, its design functions and aesthetics. The trend for CGI art has been spearheaded by brands such as Nike and media giant MTV and is set to increase as we seek to express fluidity, motion play and story-telling in innovative ways.

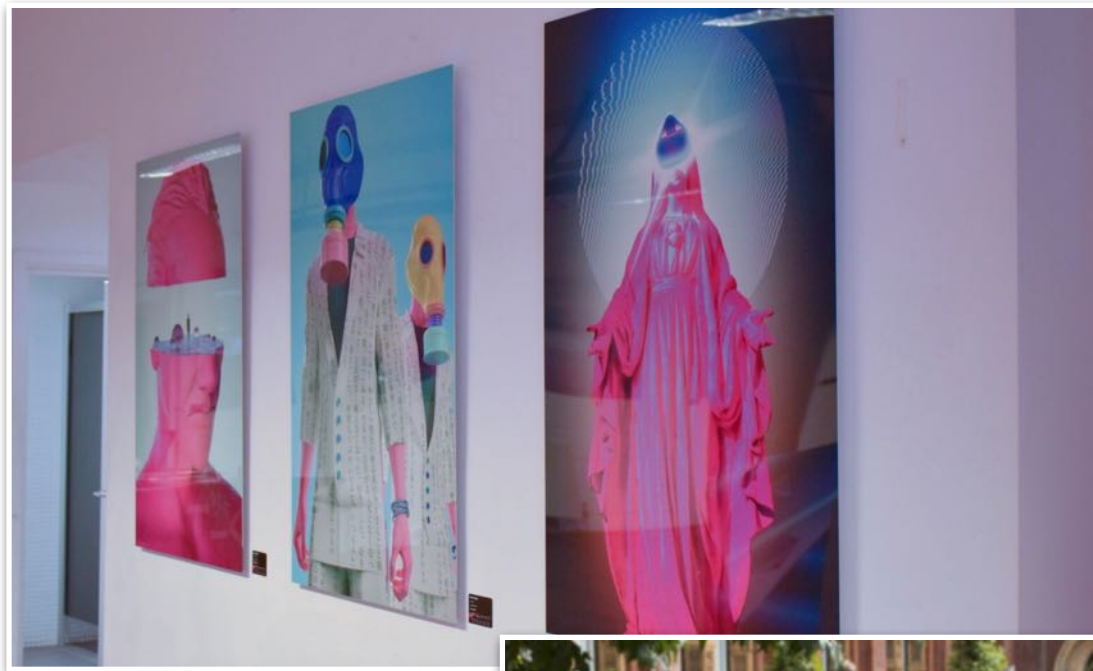
There is a level of playfulness, at times dark humour or sci-fi aesthetics in the digital narratives created. Inanimate objects engage with each other and the public. The “phygital” is now a force to contend with when creating your future campaigns, creative collaborations, online to offline experiences. VR, 3D rendering and AI are the most exciting platforms uniting video artists, scientists, software developers, marketers and designers, retailers, museums and exhibition curators all joining the race in creating an immersive atmosphere and customer experience.

[Picture courtesy of Chris Labrooy cgi rendering source debutart.com](#)

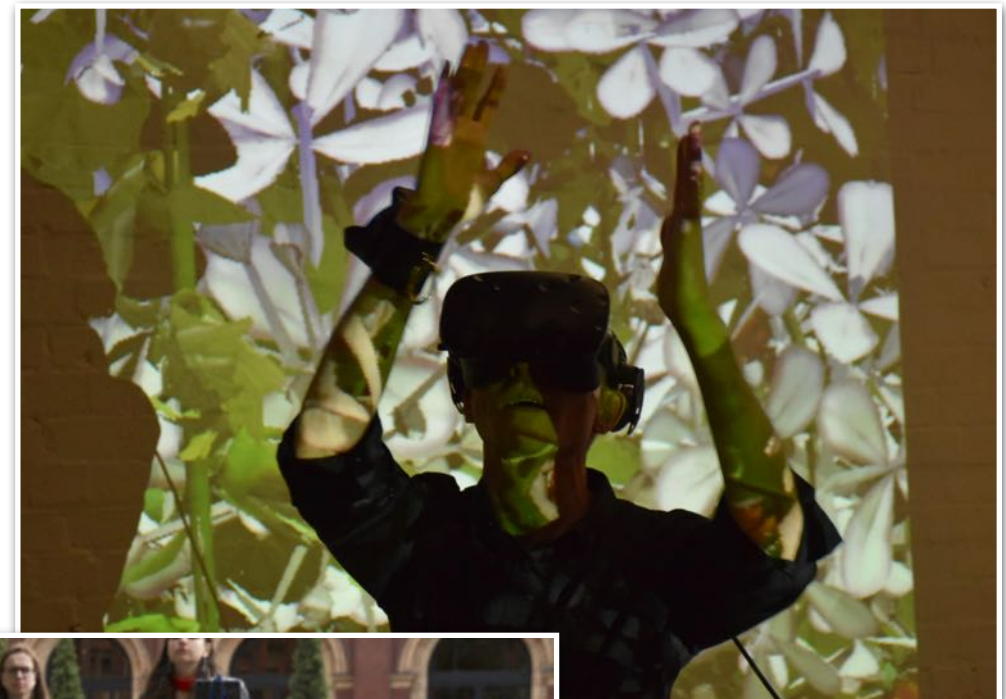


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The recent exhibition in London Digital Decade featured 50 emerging artists working in the field of digital art with this year's theme of "Cyberia" displaying the top talents in the field. Whilst resident artists working on pushing the boundaries of AI, VR and digital experiences to improve our society were showing their works in progress at the Sackler Centre and the V&A's as part of Digital Design Weekend.



Exhibition Cyberia 2017



V@A Digital  
design  
weekend  
2017

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In this report we've selected the top 10 most impactful Digital Artists ranging from humour filled Antoni Tudisco to Melanie Cortinat's flower garden and Zeitguised entrhralling videos (also recently featured at Design Frontiers as part of the Kvadrat Textiles installation during London Design Festival.

Here is an overview of each digital artist on Instagram. We struggled to make an edit as more artists are forces to contend with but this is our 'Best Of':

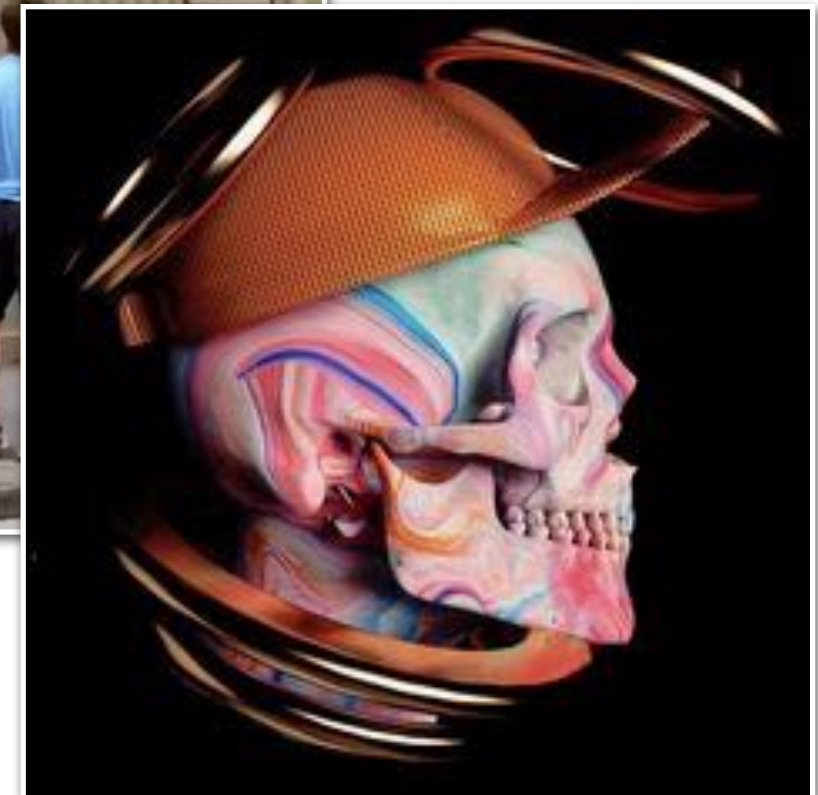
**Anny Wang @Annyversary** is a Swedish spatial Designer, furniture designer and visual artist based in Copenhagen who has worked with Dazed Magazine, The New York Times, Refinery29, Nike, the H&M Foundation, Opening Ceremony and many more as a 3D illustrator and Animator. Her work blends the hyper abstract and textural with romantic experiences of flowers with her latest collaboration with @Wearethefaces





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Antoni Tudisco @AntoniTudisco is a conduit for all things extraordinary and playful. He has created a very personal world of modern pop art sought after by brands and media conduits such as Nike, Google, Audi, Adobe, Asics, MTV Worldwide, T-Mobile, Sony, the Rolling Stone and Highsnobiety.



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Daniel Taylor @mrtaylordani is an emerging illustrator based in Budapest Hungary who creates fantasy worlds inspired by nature and fairy tales with an extensive collection of designs available on Etsy and Society 6.



Ekaterina Ermakova @whitecalx is a Moscow Based emerging designer specialised in glitch art. She experiments with corrupted digital images of ancient artefacts or decayed urban settings. She also showcases and sells her artwork on Society 6.

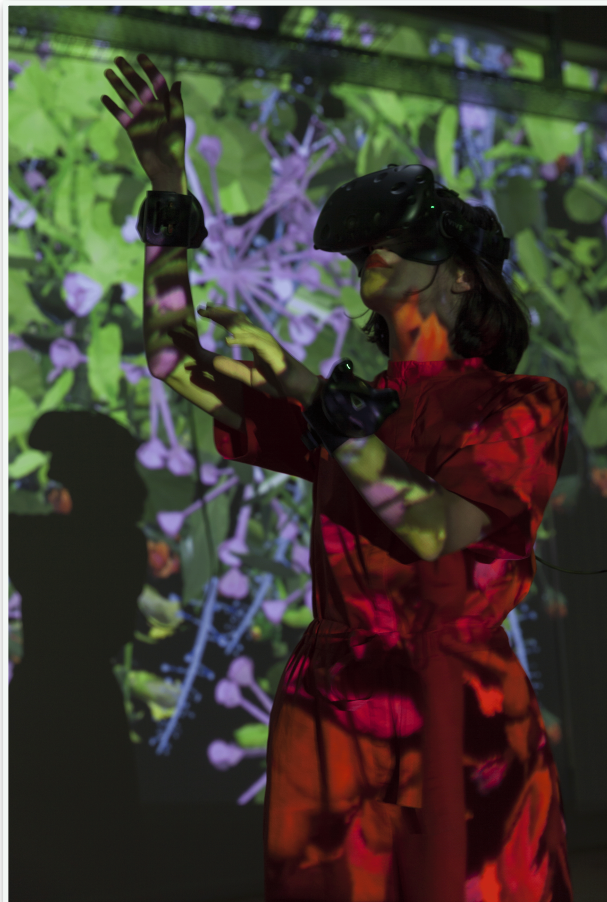
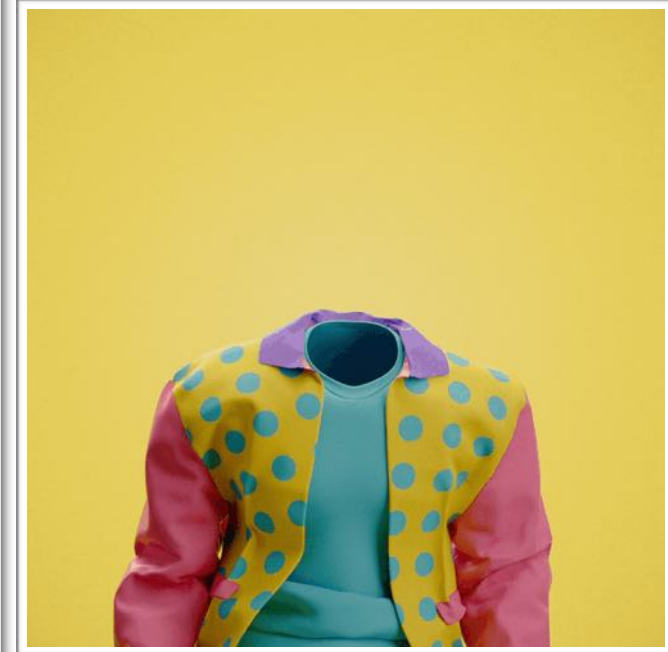
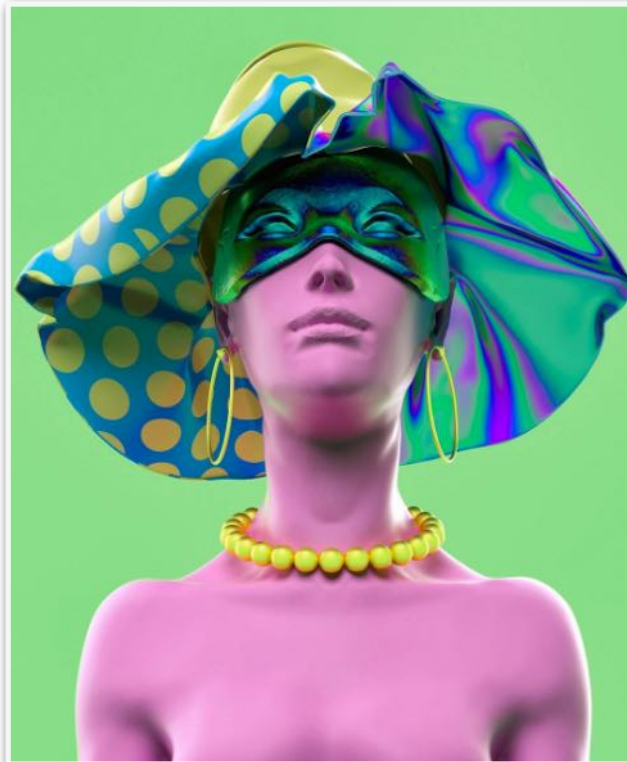


Dorian Legret @dorianlegret [Hyperlink to is a French digital artist focusing on sci-fi inspired visuals, colour and textural contrasts with a strong leaning towards subversion of classics and human portraits leaning towards the spiritual.



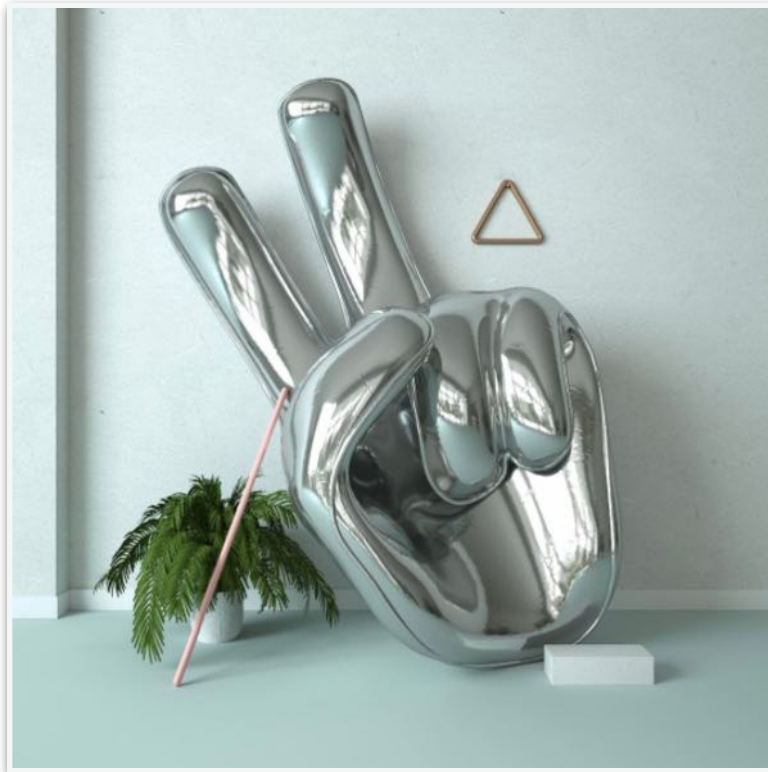
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**Kota Yamaji @KotaYamaji** is based in Tokyo, Japan and creates colourful, surrealistic art in a similar vein to Antoni Tudisco. Her creations are filled with dark humour and colour play.



**Melanie Courtinat @melanie\_pastr** is a French artist and recent graduate already being shown internationally for the VR experience she created which submerges the user in her VR garden experience. She describes herself as a 'Digital Fetishist' which is appropriate when seeing the tracker bracelets she designed as part of the gear to experience her garden experience.

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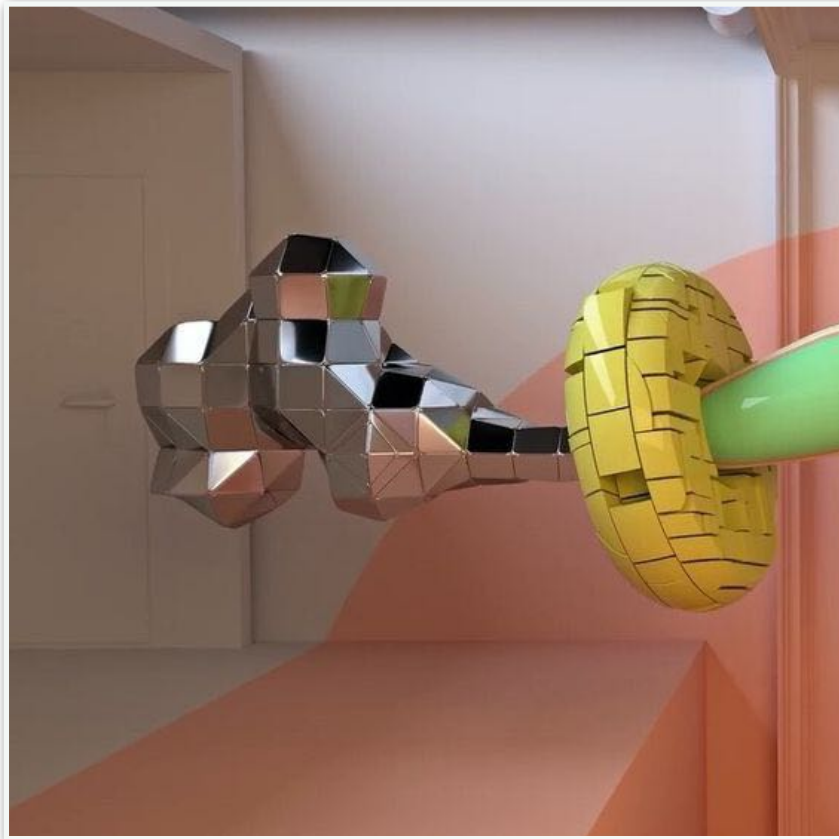
**Santa Zoraidez @Szoraidez** is an Argentinian Berlin-based art director and designer creating the 'phygital' experience through an inventive and bubbly use of space, colour and materials for clients such as Nike, Fairphone and Helsinki Design Museum.



**Sasha Katz @wonderkatzi** is a Moscow based Gif artist representing nature and its relationship with broken laptops and other modern day equipment such as cars showing that flowers can bloom everywhere and anywhere. She has worked with clients such as Absolut, Tumblr, Converse, Verizon and Dunkin Donuts.



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**Zeitguised** @Zeitguised is an award-winning studio creating new realities at the intersection of art and design, materials and colour experimentation. Zeitguised has been making synthetic images since 2001, choosing to express both the cerebral and poetic often looking at how human-like figures or abstract shapes relate to each other and create a narrative.

