

8 Emerging Artists to Watch Right Now

BY MAXWELL WILLIAMS

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Ryder Ripps

AGE: 29**MEDIA:** Six-by-six-foot oil paintings of social-media celebrities; immersive Internet-based installations; subversive marketing campaigns**BONA FIDES:** Clients at his marketing company, **OKFocus**, include Diesel, Kenzo, Soylent, and M.I.A.

BACKSTORY: "Ryder crosses over new media, the art world, the fashion world, and the music world," says **Nicola Formichetti**, artistic director at Diesel. "He's the only artist who's using the Internet in the right way." Controversy seems to follow Ripps, a New York City native who was exploiting social media long before **Richard Prince's** Instagram firestorm blew up this summer. Ripps' exhibition "Ho"—which showcased his distorted paintings of model Adriaenne Ho's Instagram feed—had Jezebel and other feminist sites calling for his head. For his "ART WHORE" project, he hired sensual-massage workers to draw whatever they wanted, and in his most recent exhibition, "Alone Together," he deconstructed a social network by hiring "users" to surf the Web in full view of the audience. The goal? To dissect how we digest new media. "Humor is a great tool because it has no rules," Ripps says. "Art, through the academic machine, becomes an unapproachable, overly intellectual, snobby thing. Duchamp's toilet was a great commentary on what society expects of art and how we understand images. But when it was made, it was really just a punk joke."

