



# Innovative Mobile Photography Exhibition Uses High-Tech Approach to Inspire, Unite, Engage and Promote Mobile Art

*Interested in seeing how mobile technologies are uniting, engaging and inspiring a new wave of creative artworks? #BWSANFRANCISCO exhibit runs through July 4.*

SAN FRANCISCO, CALIFORNIA, June 17, 2013 /EINPresswire.com/ -- Anyone interested in seeing how mobile technologies are uniting, engaging and inspiring a new wave of creative artworks around the world is encouraged to visit 472 Gallery in San Francisco to view an innovative exhibition that's getting a lot of attention. Running through July 4, the gallery's original #BWSANFRANCISCO exhibition features 40 hand-selected black-and-white street shots taken exclusively with mobile phone cameras. Thirty-three artists had their works selected from thousands of submissions, all of which were received via Instagram.

The exhibition was conceived by Misho Baranovic in Australia and Denis Krylov in America. Krylov is the principal of the next-generation creative studio Transparent House and a 472 Gallery owner. "Mobile technology is the key to this exhibition, and we knew it make it very unique," explained Krylov. "We essentially used mobile technology to crowdsource the content, facilitate submissions, and then to promote and connect the artists, the exhibition, the gallery and our sponsors."

In a recent interview with the editors of mobile arts community WeAreJuxt.com, Krylov provided more insights into what he calls mobile photography's "App" factor. "With traditional digital photography, not only you need to upload pictures to your computer, you also need pricier software installed on your machine in order to edit your shots," he said. "It's different with apps. Probably the most expensive ones would run less than \$5 and can turn bleak street shots into postcard quality in minutes. A lot of artists we work with have an arsenal of apps and use them for different editing needs from adjusting lighting, saturation or sharpness to adding frames or converting your shots into grainy black and whites. So the mobile photography is definitely here to stay."

As word of the exhibition spread among mobile photography aficionados, Krylov and Baranovic were able to connect with Josh Johnson and his prolific #JJ community on Instagram. With Streamzoo coming onboard as Presenting Sponsor, along with media sponsor Flavorpill, #BWSANFRANCISCO recently held its second standing-room-only reception, which was attended by many illustrious artists and luminaries.

Of the exhibition, The San Francisco Chronicle's Kate Seward wrote, "beautifully printed, moody images that portray the rich pageant that is life on the streets of the city by the Bay. I always think the best way to capture San Francisco is to do it in color, but #BWSanFrancisco definitely proved me wrong."

A high-resolution poster for the exhibition, several official selections and photos from the recent event are available here: <http://www.flickr.com/photos/th2005/sets/72157634112776874/>

Krylov and Baranovic will soon announce a new call-for-entries for their next 472 Gallery exhibit. To

learn more please visit <http://www.472gallery.com>.

#### About 472 Gallery SF

472 Gallery SF is the only contemporary art gallery and meeting space in the heart of San Francisco focused on future media. Part of the global headquarters of the international next-generation creative studio Transparent House, 472 Gallery invites visitors into an upscale modern facility meticulously designed to reflect its owners' beliefs that art makes the world a more gratifying place to live. The home for truly important art exhibitions, custom conferences and exclusive corporate events, 472 Gallery is a rising force in San Francisco's downtown arts community. To learn more about new exhibitions, or to set up a tour and explore your custom event possibilities, please visit <http://www.472gallery.com> or call 1.415.501.9553.

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