

STEVEN OCHS STEVEN OCHS STEVEN OCHS STEVEN OCHS

PRESS KIT: STEVEN OCHS – STEREO LAYERING

Mar 10, 2024

Media Inquires Contact

Steven Ochs

steven@stevenochs.com

Tele: 1.206.261.3701

PO BOX 1163

Lake Oswego, Oregon

97035

FOR IMMEDIATE RELEASE

Artist Harnesses AI to Create Groundbreaking New Art Medium

Portland, OR - In a remarkable fusion of art and technology, acclaimed artist Steven Ochs has unveiled 'Stereo Layering,' a groundbreaking new medium that harnesses the power of artificial intelligence to create captivating three-dimensional visual experiences on seemingly flat surfaces. This patent pending technique showcases the transformative potential of using AI in the world of art, offering a glimpse into the future of artistic expressions.

With a career spanning two decades at the forefront of experiential art, Ochs has masterfully combined his expertise in photomontage with cutting-edge AI technology to develop 'Stereo Layering.' By meticulously layering images and exploiting the space between the viewer's eyes, Ochs creates an astonishing 3D effect that can only be seen in person.

The art community has been quick to take notice of Ochs's innovation, with Portland's 'Willamette Week' praising his work as some of the most exciting art experiences available. 'Stereo Layering' stands as a testament to the transformative potential of AI in the realm of art, demonstrating how technology can be harnessed to push the boundaries of creative expression.

"Stereo Layering marks a transformative moment in art's history as artists fuse AI with expression," Ochs reflects. "It heralds a shift toward art forms of previously unimaginable visual expressions. My work not only pushes the envelope of perceptual experience but also signifies a historic milestone on our pathway to radical transformation in contemporary artistry."

'Stereo Layering' technique offers a tantalizing glimpse into a future where the boundaries between art and reality become increasingly blurred.

Art collectors, enthusiasts, and those eager to experience the cutting edge of visual art are invited to learn more 'Stereo Layering' by visiting stevenochs.com.

-END-

NOTES TO EDITORS:

- Steven Ochs is available for interviews and public speaking engagements on the subject of art, technology, and AI.
- High-resolution images and press packets are available upon request.
- Private viewings of Steven Ochs' work can be arranged for members of the press.

EXECUTIVE SUMMARY

Stereo Layering is an innovative artistic technique pioneered by Steven Ochs, which integrates traditional photomontage, advanced artificial intelligence (AI), and meticulous layering processes to craft visual experiences that challenge and expand the viewer's perception of depth and reality. This method produces images that, while appearing two-dimensional, are perceived in the mind's eye as three-dimensional, creating an immersive illusion that engages the observer directly in the creative process. The technique not only represents a significant technological and artistic breakthrough but also embodies a philosophical inquiry into the nature of perception, reality, and the interactive relationship between the observer and the observed. By leveraging the capabilities of AI within the framework of traditional art forms, Stereo Layering serves as a bridge between the digital and the tangible, marking a pivotal moment in the evolution of contemporary art. It invites viewers to reconsider their role not just as passive observers but as active participants in the creation of their reality, making each piece a unique, personal experience that blurs the lines between art and life.

BIOGRAPHY

Steven Ochs, born in 1975 and currently residing in Lake Oswego, Oregon, is a visionary multimedia artist whose work transcends traditional artistic boundaries. With a career that began in the unique backdrop of military service as a cryptologic Arabic linguist, Ochs' journey into the art world was ignited during his time with the United Nations in Baghdad, where he first explored multimedia art production.

Ochs' art is a testament to the power of imagination in shaping reality, deeply influenced by Quantum Bayesianism (QBism). His pioneering technique, Stereo Layering, introduced in 2023, showcases his innovative approach to art, creating three-dimensional effects on two-dimensional surfaces that challenge the observer's perception. This technique not only highlights Ochs' artistic skill but also his commitment to merging art with science, offering viewers a unique opportunity to explore the beauty emerging from our consciousness's impact on the world.

His notable works include early viral campaigns using Iraqi Dinar as a canvas for protest, digital collage series displayed globally, and immersive experiences commissioned by leading corporations like Ford and Amazon. Ochs' "The Portal," an overnight immersive art experience, and his involvement in projects like "The Art Face Off" and collaborations with the Vulcan group

PO BOX 1163 | LAKE OSWEGO, OR | STEVEN@STEVENOCHS.COM | 206.261.3701

and the Olympian society, underscore his ability to blend technology with traditional art forms, fostering community and interaction through "Architectural Sociability."

Steven Ochs has been featured in prominent publications for his contributions to the art world, including Fox 12 News, The Willamette Week, and The Oregonian. His work not only captivates the senses but also provokes thought and inspires action, making him one of the most exciting artists in the Portland area and beyond.

For more information about Steven Ochs and his work, please visit Stevenochs.com.

FREQUENTLY ASKED QUESTIONS (FAQ) FOR STEREO LAYERING

What is Stereo Layering?

Stereo Layering is a cutting-edge art technique developed by Steven Ochs, combining artificial intelligence (AI), photomontage, and intricate layering to create images that offer a three-dimensional experience on a two-dimensional surface.

How does Stereo Layering work?

The process involves using AI to analyze and manipulate images, which are then layered with traditional photomontage techniques. This combination tricks the viewer's brain into perceiving depth where there is none, creating a 3D effect without the need for special glasses.

Who created Stereo Layering, and what was the inspiration behind it?

Stereo Layering was pioneered by artist Steven Ochs. Inspired by the potential of AI in art and the desire to merge traditional art forms with modern technology, Steven sought to create a new medium that challenges our perception of reality.

What makes Stereo Layering unique in the art world?

Stereo Layering stands out for its innovative use of AI alongside traditional techniques, its interactive engagement with the viewer's perception, and its philosophical exploration of the boundaries between art and life.

Can Stereo Layering be experienced online, or does it require in-person viewing?

While digital representations can hint at the effect, the true depth and immersive experience of Stereo Layering can only be seen in person, where the viewer can engage directly with the artwork.

How does Stereo Layering work?

Stereo Layering is a unique process where traditional photomontage artistry is fused with advanced generative AI. By montaging and carefully adjusting shapes, colors, tones, and narrative elements, artist Steven Ochs crafts a visual experience that prompts the viewer's

brain to perceive depth and dimensionality on a flat surface, essentially coaxing out a three-dimensional illusion purely within the realm of the observer's mind.

Are there any upcoming exhibitions or shows featuring Stereo Layering?

Yes, Steven Ochs participates in exhibitions and shows. For the latest schedule and locations, please visit STEVENOCHS.COM or sign up for his email list.

How can collectors acquire a Stereo Layered artwork?

Collectors interested in acquiring a piece can visit STEVENOCHS.COM for information on available works, upcoming releases, and purchasing details.

Does Steven Ochs collaborate with other artists or institutions on Stereo Layering projects?

Steven is open to collaborations that explore and expand the boundaries of Stereo Layering. Past collaborations and potential future partnerships can be found on his website.

What is the future of Stereo Layering in the art world?

Stereo Layering represents a forward-thinking approach to art that blends technology and tradition. Its future includes further exploration into AI's potential in art, new exhibitions, and expanding the technique into various forms of media and public installations.

How can the press get more information or arrange an interview with Steven Ochs?

Members of the press interested in more information, interviews, or exclusive features on Stereo Layering can contact Steven Ochs through the press contact information provided on STEVENOCHS.COM.



PO BOX 1163 | LAKE OSWEGO, OR | STEVEN@STEVENOCHS.COM | 206.261.3701





VEN OCHS STEVEN OCHS STEVEN OCHS STEV