

"International Online Art Collective" launches new global art collaboration: Chain Reaction

"Boom! Action! Creative neurons fire as one artist's link in the chain inspires the next. A dynamic art installation—exploding onto the global scene—each piece a reaction to the previous one," Wendy Bale, collective member.

Chain Reaction is a global art collaboration by International Online Art Collective (IOAC) reflecting 14 artists' ability to inspire each other through art. Beginning with a single piece, each square informs the next, thus provoking a chain reaction of other artworks. This collective piece will continue to grow and expand over a two-year period, creating approximately 100 works which can assemble into one bigger multi media art installation. To be presented around the world upon completion, the project will be documented on video and in print.

Chain Reaction, IOAC's most ambitious project to date, was born out of a deep need to connect. At a time when so many were working in isolation, the Collective saw a way to form that connection through art. Residing in eight different countries, most of the 14 artists of the Collective have never met in person. "Working on this world class installation together is building some lasting friendships. Square by square, each link in the chain, whilst reflecting the work of the individual artists, is creating something greater than the sum of its parts," noted UK artist and project initiator, Ruth Christensen.

To find out more about this very special project, please visit -

Website: <https://ioac.art/chain-reaction>

Instagram: <https://www.instagram.com/internationalonlineart>

Facebook: www.facebook.com/intonlineart

LinkedIn: <https://www.linkedin.com/company/international-online-art-collective>

The International Online Art Collective is a diverse group of artists from around the world founded in Spring 2020. IOAC members participating in the Chain Reaction art project are: Adela Trifan (Spain); Barbara Pastorino (Italy); Caroline Karp (USA); Cheryl Barill (USA); Christy de Witt (Netherlands); Gerda Smith (South Africa); Greta Olivas (USA); Guillermo Bublik (USA); Inna Malovstoker (USA); Karin McCombe Jones (New Zealand); Morrison Polkinghorne (Australia); Ruth Christensen (UK); Susan Detroy (USA); Wendy Bale (USA).

Notes for editors:

For more information, images, and the summary of our project plan, please visit the media kit on our website <https://ioac.art/mediakit.zip> and/or contact the project's initiator Ruth Christensen via ruth@ioac.art