

Biography

Award-winning art duo, AD-Reflex, formed in 2015 and consists of contemporary South African artists Johan Conradie and Karl Gustav Sevenster.

Johan Conradie obtained a MA(Visual Arts) degree, from the University of Pretoria in 2006. He has lectured at numerous academic institutions including the University of South Africa and the University of Pretoria. Johan was a finalist in two of South Africa's most prestigious art competitions, including the ABSA Atelier (1999, 2000, 2006, 2008) and Sasol New Signatures (1997, 1998, 2000, 2001). Apart from exhibiting his own work locally and internationally, he has also curated a number of exhibitions and received public commissions including paintings commissioned by Media Tenor International and Bonn, Germany. During May 2013 he participated in a South African group exhibition in Paris, France at the highly esteemed Orangerie Exhibition Centre of the French Senate. He was awarded the prestigious residency at the Cité des Arts, Paris during August-September 2014

Karl Gustav Sevenster is a self-taught digital artist, living and working in Johannesburg, South Africa. He obtained a BA (Social Sciences) degree from the University of the Free State in 1986 and worked most of his early years as a computer programmer and specialist. In 1999 Karl Gustav decided to dedicate to a full-time art practice. Using digital technology (software, graphic tablet, infrared pen) he creates original digital artworks, transferred onto a variety of media (Perspex, Archival paper, and C-print DIASEC face-mount. Karl has exhibited his work at the Dubai Creek Art Fair 2008, River Art Fair 2013 (Miami during the Art Basel Week), Art Monaco 2014 (Monte Carlo) as well as various local exhibitions in Johannesburg and Cape Town between 2003 and 2022.

INTERNATIONAL AWARDS:

- Nina Torres Art Award of Excellence 2017 (Miami, USA) - SECOND PLACE
- The 2018 "F The Art World" International Art Competition (New York, USA) - Category WINNER Fine Art/Mixed Media
- The London Contemporary Art Prize 2018 (London, UK) - FINALIST
- RE:ARTISTE 4th Annual International Exhibition "Show Your World" (New York, USA) - WINNER

AD-Reflex – artist statement

In their new series of small-scale layered works, artist duo AD-Reflex explore the subway as a space of transit, passage, and transformation. The subway becomes a metaphor for this movement between states: between one place and another, between presence and absence, and between analogue and digital image-making. In these small, illuminated environments, AD-Reflex transform fleeting moments of urban movement into layered encounters with perception, memory, and space.

The works bring together painting, digital printing, and engraving in layered constructions that evoke the experience of moving between spaces, both physically and psychologically. At the back of each light box is a painted image, functioning as both a spatial backdrop and an atmospheric field. Positioned in front of the painting are multiple layers of printed and engraved Perspex, each carrying fragmented images of people moving through subway systems. Illumination activates these layers, revealing subtle relationships between foreground and background while producing an interplay of transparency, reflection, shadow, and colour.

Rather than treating these mediums as oppositional, AD-Reflex approach them as collaborators - each capable of extending, disrupting, and reimagining the other possibilities. Their work is characterised by a wealth of pictorial fragments with a flowing and somewhat deceptive spatial arrangement that results in a collage-like gathering of distinct pictorial motifs.

With a strong focus on process, their work seeks to open a space where painting is no longer confined to static surfaces, and digital technologies are not reduced to tools of reproduction. Instead, both become sites of active inquiry - where illusion is constructed and undone, and where play generates new forms of seeing, thinking, and experiencing images in an ever-increasing mediated world.