

Artist Biography

Paul Robinson / DasUnit

Paul Robinson is a visual artist and photographer whose creative practice is anchored in the critical analysis of the photographic medium.

This inquiry is underpinned by a rigorous technical foundation established during a decades-long career in commercial fashion and advertising photography.

Robinson's professional journey, which began in the vibrant 1980s London fashion scene and transitioned into high-end digital advertising, yielded an unparalleled mastery of formal composition, large-scale production, and advanced post-production techniques.

These proficiencies are now deployed to interrogate complex conceptual themes.

Robinson is particularly focused on the "indexical crisis" of the digital image—examining how digital technologies disrupt traditional notions of photographic authenticity—and the dialectic between material decay and the persistence of cultural forms.

His art is characterized by a synthesis of meticulous technical execution and thoughtful critical reflection. Rather than distancing himself from his commercial roots, Robinson purposefully incorporates the material and aesthetic sensibilities acquired from his career.

This deliberate approach enriches the trajectory of his fine artwork, allowing his commercial past to inform and enhance both the substance and appearance of his contemporary practice.