Start with an idea, and put it on the butcher block. In the tradition of Exquisite Corpse poetry, The LayerCake Project redefines both chaos and collaboration. Each cake involves a circle of artists (4-6) who each create their own original piece of digital art. Each piece is then catapulted around this circle of artists for the next artist to modify and pass on. In the end what emerges is an unpredictable new digital organism, which never the less shows a clear evolution and stylistic contributions from each participant.

The LayerCake Project is unique and new. Open to anyone capable of producing and modifying digital images, those involved range widely in age, profession, artistic training, ideology, and location. The project utilizes current technology to mix and merge diverse artistic thinking, allowing art to be made by numerous minds, not just on.

LayerCake sprung from the imaginations of Ryan O’Donnell and Christine Texiera, associates of the Fine Arts Center at the University of Massachusetts, Amherst. At first a hobby among their friends, the project soon began to expand and now involves 30 people all across the country. Fortunately, this expansion shows no signs of stopping.

The LayerCake Project has recently exhibited in Digital DUMBO, NY and is also included in Pixels, a group exhibition at The Valley Photographic Portfolio, in Springfield, MA.