When artists exhaust traditional approaches they turn to digital, unorthodox, and commercial printing applications as tools to make gestures in the studio. Printing works directly onto fabrics, matte board, metal, and transparencies was once seen as standard practice only for commercial street advertisements and in store displays. Recently artists have been turning to these visual strategies to mirror or confuse the viewer and blur the line between a commercial good and an artwork itself. These artists mix together digital weaving machines, homemade exposure units, document scanners and even the projection of a negative image directly on the gallery wall to respond to the heavily saturated visual world we interact with everyday. A few of the artists include Laura Letinsky, Jason Lazarus, Sara Greenberger Rafferty, John Sparagana, Erin Jane Nelson, Paul Mpagi Sepuya, B. Ingrid Olson and Chris Bradley.