



© Jake Elwes, *Queering the Dataset - Zizi in space*, 2021.



© Jake Elwes, *Queering the Dataset Prints #1*, 2021.

Jake Elwes

Zizi - Queering the Dataset

Exhibition: 7th July – 14th August, 2021

The GAZELL.io Project Space will be taken-over by multimedia artist Jake Elwes throughout July and August. Elwes will bring his Artificial Intelligence project *Zizi - Queering the Dataset* to the recently launched Project Space on Dover Street. The ongoing project, which started in 2019, explores the intersection of Artificial Intelligence (AI) and drag performance. While drag challenges gender and delves into the concept of otherness, AI is often mystified as a tool which perpetuates social bias. Elwes' evolving project intends to celebrate individuality and encourage its audiences to reflect on the biases that exist within our data driven society.

Originally commissioned by The University of Edinburgh in 2019 for Experiential AI at Edinburgh Futures Institute and Inspace, *Zizi - Queering the Dataset* sets out to tackle the lack of representation and diversity in the training datasets often used by facial recognition systems. Elwes' site specific video installation was created by disrupting these systems and re-training them with the addition of drag and gender fluid faces found online. This causes the weights inside the neural network to shift away from the normative identities it was originally trained on and into a space of queerness. *Zizi* provides insight into the machine learning system and reveals what has not yet been learnt. LED screens installed in the GAZELL.io Project Space will feature a procession drag artists' faces in constant flux, morphing gender and sexuality; melding the real and the artificial.

Elwes will present a performance piece on the evening of 29th July during his residency, more information to follow on GAZELL.io's Instagram page @GAZELL.io.



About The Artist

Jake Elwes is a media artist living and working in London, having studied at The Slade School of Fine Art, UCL (2013-17). Recent works explore his research into machine learning and artificial intelligence. His practice looks for poetry and narrative in the success and failures of these systems, while also investigating and questioning the code and ethics behind them. Elwes' current works in the *Zizi Project* explore AI bias by queering datasets with drag performers, simultaneously demystifying and subverting AI systems.

Elwes' work has been exhibited in museums and galleries internationally, including the ZKM, Karlsruhe, Germany; TANK Museum, Shanghai; Today Art Museum, Beijing; CyFest, Venice; Edinburgh Futures Institute, UK; Zabłudowicz Collection, London; Frankfurter Kunstverein, Germany; New Contemporaries 2017, UK; Ars Electronica 2017, Austria; Victoria and Albert Museum, London; LABORAL Centro, Spain; Nature Morte, Delhi, India; RMIT Gallery, Australia; Centre for the Future of Intelligence, UK and he has been featured on TV: ZDF aspekte (Germany) and the BBC Arts (UK).

About GAZELL.iO

GAZELL.iO is the digital arm of Gazelli Art House, comprising an online Residency programme, NFT drops and collaborations, a dedicated Project Space holding monthly exhibitions, and a permanently installed VR Library — all in the heart of Mayfair. Since 2015, GAZELL.iO Residency has offered a unique insight into the environments of some of the most recognised and upcoming VR, AR, and digital artists. The four-week online Residency allows artists to take creative control, enabling them to showcase their artistic journey and interact with new and existing audiences directly. In 2020, the Project Space was launched to allow artists to showcase their digital artworks in a physical space. By bridging the gap between the digital and physical, NFT drops are shared in conjunction with the subsequent Project Space exhibition or artist Residency. GAZELL.iO aims to bring digital art pioneers and a new generation of artists to a broader audience through its dynamic exhibition and educational programme.

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