



© Alexander Reben, *The Final Resting Place of the Queen Bee*, 2018 | *A Bunch of Different Types of Scissors on a Table*, 2018

Alexander Reben

AI-MAZING

Private View: 17th August, 6-8pm (BST)

On View: 18th August - 25th September, 2021

Gazell.io welcomes artist and roboticist Alexander Reben to the Project Space throughout August. Reben will present his series “AI Am I?” which comprises works created by an AI that have then been produced in real-life by the artist or others. The series subverts the traditional method of art production where a creative idea is conceived by a human and is then rendered using technology, instead the series represents a true human-machine collaboration. In addition to this series Reben will also present five paintings from 2018/2019 and a neon work entitled *I Am A Bad Situation*. Reben will be dropping an NFT during the show in conjunction with the exhibition. All NFTs minted by Gazell.io are certified by Verisart.

Gazelli Art House founder, Mila Askarova says “Alexander Reben has been working with both Gazelli Art House and Gazell.io since his Gazell.io digital artist in residence placement back in August 2019. Earlier in the summer we presented Reben’s algorithmic tapestry series in our Gazelli Art House exhibition ‘Let’s Talk About Text’. It is exciting to bring his solo exhibition physically into our new Gazell.io Project Space this year.”

The process for creating the “AI Am I?” works starts with a series of carefully curated “start texts” that are fed into a text generation AI called GPT (one of the largest and most advanced artificial neural networks), which then outputs text including a description of an imaginary artwork, along with analysis of that artwork and other supporting text. Examples of the works created by the system include; *The Final Resting Place of the Queen Bee* (2018), a sculpture consisting of toothpicks stuck on a canvas, which are dipped in beeswax, by the imaginary American artist Rachellette Carneday, *Time to Eat (Black Forest Steak Red) #9* (1982) by Julia Hormel, and *My Kid Could Do That!* (2018) by Bernydesch Allebrache created from cutouts of *Artforum*.

Reben comments: “I hope the project will help people see that AI is still at its very earliest stages of developing a sense of creativity. I want people to understand that AI is still very much a tool that helps humans make decisions, rather than being a replacement for human creativity.”

The project highlights the fact that today everyday life always involves some kind of AI; the natural and artificial worlds are beginning to blur. The series represents how we can implement AI for positive and creative uses, how computational creativity can augment human creativity. “AI Am I?” provides a view into a future where machine learning algorithms are used to generate artwork and novel ideas.

Notes to Editors

Alexander Reben is an artist and MIT trained roboticist who explores humanity through the lens of art and technology. Using “art as experiment” his work allows for the viewer to experience the future within metaphorical contexts. Reben’s artwork and research have been shown and published internationally, and he consults with major companies, guiding innovation for the social machine future.

Reben’s work probes the inherently human nature of the artificial. Using tools such as artificial philosophy, synthetic psychology, perceptual manipulation and technological magic, he brings to light our inseparable evolutionary entanglement to invention which has unarguably shaped our way of being. This is done to not only help understand who we are, but to consider who we will become in our continued codevelopment with our artificial creations.

About Gazell.io

Gazell.io was conceived by Gazelli Art House in 2015 to mark the gallery’s commitment to building a market for VR works as a medium. Gazell.io started as a programme of monthly online residencies for artists working in the digital and virtual reality realm and continues to expand to incorporate partnerships and initiatives. In 2020, to celebrate the fifth year anniversary of the successful VR group exhibition series ‘Enter Through the Headset’, the Gazell.io VR Library was launched. An evolving selection of curated digital artworks including previous Gazell.io residents is now permanently on view to the public through the installation of two VR headsets in the Gazell.io Project Space on Dover Street. The Gazell.io Project Space was created in 2020 to provide a platform for digital artists at a commercial gallery.

For further press information, images and requests please contact: press@gazelliarthouse.com