

## GAZELLI ART HOUSE



Shi Zheng, *Free Fall*, 2020, courtesy of the artist.

### *Free Fall Takes Over the Gazell.io Project Space* Shi Zheng

Gallery Late: 15th April, 6-8pm (GMT)

On View: 12th April – 12th May, 2021

Gazell.io presents Shi Zheng's *Free Fall* in the Gazell.io Project Space, an initiative launched in 2020 to provide digital artists with a platform to showcase their works physically at a commercial gallery. Shi Zheng is the second artist to be shown in the Gazell.io Project Space, following on from Claudia Hart who took over the space with her interactive VR wallpaper artwork *An Imaginary Ruin*. Shi Zheng's video installation will be presented on large-scale towering screens in the space throughout April.

*Free Fall* is a dual-channel video installation co-produced by media art group RMBit for the solo exhibition 'Bitclave' at Imagokinetics, Hangzhou. Two vertically connected display panels have constituted a narrow perspective of the work in which pure white sheet masks simulated by computer keeps falling downward. Another layer in the work consists of a computer vision recognition system that surveils and detects the moving image. The facial recognition system identifies whether the image of each falling sheet mask matches the features of the human face. The floating values between 0 and 1 in the blue bounding box represent the approximation value of "human" identified by the machine compared to "real human."

In today's world which is observed, studied, and analysed by machines and algorithms, vision machines exist everywhere. Meanwhile, visual images are gradually becoming a computational product that has impacted the way we see and understand the world, and "meat vision" has to be mixed with and controlled by computer vision. The face detection algorithms programmatically translate complex human face information into numbers, which end up overly simplifying the diversity of what a face looks like. Thus, the falling "masks" in the work not only physically embodies products including facial processing and digital filters but also epitomise "human" in the era of data flood.

Explore the work here: <https://vimeo.com/shizheng/free-fall>

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The Gazell.io Project Space will host other key new media artists throughout the year including; Jake Elwes, KYT and Armin Keplinger amongst others.

### 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.

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