



© Shi Zheng, *Free Fall*, 2020

Free Fall

Shi Zheng

Exhibition: 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 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 the computer keep falling downward. Another layer in the work consists of a computer vision recognition system that surveils and detects moving images. 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 work not only physically embody products including facial processing and digital filters but also epitomise "human" in the era of data flood.

Explore the work [here](#).

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 the Artist

Shi Zheng is an artist based in Shanghai and New York. His creations range from electronic music, audio-visual installation, and performance. In his large scale immersive installations, he attempts to extend the audience's visual and audio experience which is considered as the integral part of his work. Since the composition of *Offset* (2014), Shi has focused on the virtual landscape and the internal system behind the screen.

In the virtual world generated by the computer, Shi Zheng is not only a creator but also a wanderer. He indulges in the indifferent silence initiated by sound and image and attempts to share this lonesome land with his audience. Most recently, he starts to investigate the "latent time" through the lens of "computer vision" by integrating the perspective of Artificial Intelligence (AI) and Machine Learning.

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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