



© Jake Elwes, *Zizi - Queering the Dataset*, 2019

Zizi - Queering the Dataset

Jake Elwes

Private View: Tuesday, 6th July, 6-8pm (BST)

On View: 7th July - 14th August, 2021

The Gazell.io Project Space will be taken-over by multimedia artist Jake Elwes throughout July. Elwes will bring his Artificial Intelligence project 'Zizi - Queering the Dataset' to the recently launched digital art space on Dover Street. The ongoing project, which started in 2019, explores the intersection of Artificial Intelligence (A.I.) and drag performance. While Drag challenges gender and delves into the concept of otherness, A.I. 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.

Notes to Editors

Jake Elwes - A graduate of The Slade School of Fine Art, UCL (2013-17), Elwes has developed a practice which incorporates machine learning and artificial intelligence, poetry and narrative in the success and failures of these 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 ZDF & BBC.

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@gazelliartthouse.com