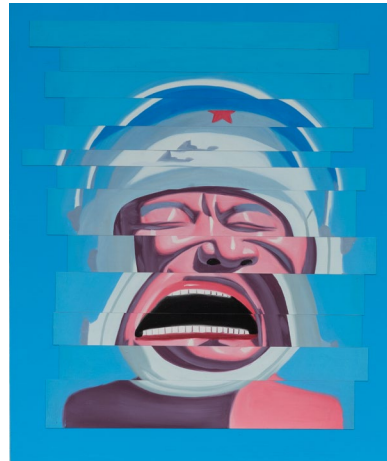




© Alexander Reben, *The Final Resting Place of the Queen Bee*, 2020.



© Alexander Reben, *I'm Not a Copy*, 2020.

Alexander Reben

AI-MAZING

Private View: 17th August, 6 – 8 PM (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 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* (2020), 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)* (2020) by Julia Hormel, and *My Kid Could Do That!* (2020) 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 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.

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