

Francesco De Prezzo
Placeholders
solo exhibition
09.03 – 14.04.2024

Marathon Gallery
6 Market St, Ellenville–
NY 12428, US

PLACEHOLDERS

Francesco De Prezzo's work explores experiential concepts in artistic production, characterized by an approach that subverts the artwork, ranging from its destruction to cancellation or replacement.

This theme is also evident in the current exhibition, where the artist experiments with the use of an artificial intelligence model, a customized version of GPT-4 from OpenAi.

This model has been trained to recognize, purchase, and ship to the gallery items available on Amazon that are aesthetically based on the artist's portfolio, providing visual continuity with their previous body of work. The items, delivered directly to the exhibition space, gradually become part of the exhibit and are later returned through an automated return process managed by the algorithm, within a set period.


This approach represents a continuous exploration by De Prezzo of the ephemeral and variable nature of the exhibition, challenging traditional conventions of artistic ownership and subverting the theme of sculpture. Rooted in a collective visual logic—the one in the algorithm—this approach to sculpture redefines the essence of the setup.

22:54 5G 40

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