

Artist: FORM

Title: When Form becomes Attitude

Date: 21.09.2024 - 05.10.2024

Venue: At SUNSET, Scheveningen

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At SUNSET in Scheveningen, situated in a former school building rich with history stands as an intriguing backdrop for our experiment. Marius Lut and Rob Knijn, the minds behind At SUNSET, have expressed a keen interest in transforming the space, grappling with its historical constraints while envisioning a future of endless possibilities. Their reflections on the inflexible nature of the building's structure, juxtaposed with the flexibility of a digital platform like FORM, set the stage for a unique interplay between physical and virtual realms, in other words, we could say that this will be our hesitant residence.

Our project seeks to dismantle traditional exhibition norms by extending conventional factors such as the timeline and introducing a tangible divergence between physical and digital displays. In this endeavor, the documentation of our intervention will be subject to editing and hybridization, creating a dynamic friction between the real and its representation. These images, both original and altered, will be part of a unique communication flow and included in a printed publication, to be released within the next months.

This new collaborative project highlights a fundamental shift in how images are experienced and documented in contemporary art. FORM reimagines the concept of space as a malleable factor, where walls and displayed works can be documented or extended, covered, lengthened, or repositioned in a new architectural configuration. Here, subtle AI-based modifications blur the boundaries of perception.

The physical exhibition, produced by the artists behind these platforms, will be the result of this entire process of constructing and deconstructing space.

The artworks in the physical exhibition will serve a dual purpose: as pieces of documentation and subjects for digital manipulation. This creates a landscape where untouched classical artworks coexist with everyday objects from hardware stores, arranged according to AI-generated instructions, bridging the gap between art and functional design.

Our experiment embodies a dialogue between past and future, between the fixed and the fluid, between human and machine. By juxtaposing the historical rigidity of At SUNSET with the flexible digital realm of FORM, we are not merely creating an exhibition but orchestrating an ongoing conversation about the nature of art, space, and time in the digital age. This interplay highlights the evolving narrative of art, where each piece, each photo, and each digital alteration contribute to a broader, ever-changing story.

