

Perfect Behaviors Life redesigned by the algorithm



Universal Everything, Paolo Cirio, Eva e Franco Mattes, Brent Watanabe, Geumhyung Jeong, James Bridle

A project by OGR Torino | curated by Giorgio Olivero

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We have wrapped the planet in an invisible, ever-spreading computational system we call *cloud*. We coexist with a world of autonomous technologies that are constantly monitoring, measuring, classifying, and predicting our behavior. This is the age of algorithms, engaged in a frenzied census of the present

in the hopes of taming the future.

We are aware of being changed, yet are uncertain about what exactly we are changing into. Our preferences are unexpectedly malleable, our emotions can be programmed, and our identities can be artificially created.



Credit: Andrea Rossetti for OGR Torino

This is the backdrop to *Perfect Behaviors*, a group show that explores and embraces the contemporary feeling of radical uncertainty marked by the use of virtual doubles, algorithmic anxiety, cyber sensuality, and interactions with other quasiintelligent entities.

The works showcased in the exhibition all revolve around a single center of attraction and exist within the same horizon. They allow us to sense the intangible, which only becomes harder to perceive when it is so close to us. They reveal worlds of synthetic crowds that obey choreographed behaviors, archives containing thousands of patents with manipulative intent, and video games that no longer need to be played by anyone. They expose the struggles of human bots assigned to clean up social media feeds, and explore relationships with autonomous machines that don't rely on humans anymore.



Credit: Andrea Rossetti for OGR Torino

The exhibition presents alternative approaches to the dominant concept of technological determinism, which assumes that a specific outcome is inevitable solely because the technology to make it happen exists. The artists involved write software, plan mechanics and electronics, and design interactions with the goal of understanding machines as much as machines already understand us. Their works help us imagine different worlds and uncover what exists behind, and beneath, the cloud.

"The ultimate, hidden truth of the world is that it is something that we make, and could just as easily make differently." — David Graeber



Credit: Andrea Rossetti for OGR Torino



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