

Matèria

OVERTON WINDOW

curated by Re:humanism

Presents:

Alba Zari

We have the same eyes

19.10.2024

Matèria is thrilled to unveil OVERTON WINDOW as the latest addition to its street-facing Vitrine program. The curated series of small shows aims to cast a spotlight on digital and on-chain art and is developed in collaboration with Re:humanism; the pioneering platform led by Daniela Cotimbo, dedicated to the exploration of the intricate relationship between humanistic and scientific cultures with a special emphasis on the advancements in artificial intelligence research.

OVERTON WINDOW sets out to explore the possibilities stemming from our rapidly evolving symbiotic relationship with technology. The project seeks to champion artists and concepts that illuminate the intersection of art and technology, with the overarching goal to harness the disruptive potential of AI and blockchain technologies, paving the way for new artistic production models. Additionally, OVERTON WINDOW serves as a catalyst for reimagining cultural production, markets and ownership models by providing artists with a platform and a support structure to experiment with the evolving technological landscape.

Presented in curated installments, OVERTON WINDOW features an open ended dialogue between the public and a selection of local and international artists.

The common thread of the project is embodied by the concept of new digital mythologies, a theme that encloses various manifestations of our relationship with the contemporary. If Chatbots, avatars, and voice assistants become new idols, digital simulacra embodying new forms of animism, renewed forms of digital ritual embrace diverse perspectives and suggest new narratives.

For this second appointment, OVERTON WINDOW presents one of the most recent developments in Alba Zari's research, a visual artist who favors photography and archives in relation to emerging technologies as tools for the exploration of memory and identity.

We Have the Same Eyes is an evolution of the project *The Y*, born from the artist's personal need to reconnect with the figure of Massad, the biological father whose identity she never knew. By using software like *Unreal Engine*, commonly employed in video game production, and generative artificial intelligence, Alba recreates the appearance of her father, gives him a voice, and begins a dialogue with him. At the core of this project is the study of family photo archives, from which the artist has learned to distill elements of truth through erasure and reconstruction, focusing solely on the present and the future, while conceiving the past and memory as a place of imagination in continuous re-signification.

Starting with her own facial features, Zari explores her father's face through 3D sculpture and reconstructs his expressions using gaming software. This process is completed by the audiovisual component of the installation, which brings the face to life and allows for the establishment of an emotional dialogue, achieving a moment of intimacy and revelation that is only possible in the virtual world.

Showcased in the vitrine, the different components of this continuum will be on display, ranging from sculpture to video, culminating in the latest evolution of the voice. Through a simulation of conversations with ChatGPT and a voice synthesis program, Massad's face is animated, attempting to fill the gaps of a conversation that never took place.

We Have the Same Eyes seeks to explore the power of image and technology in giving voice to an intimate story and opening the doors to a new form of encounter.

Alba Zari (Bangkok, 1987) graduated from DAMS in Bologna. She attended an intensive Documentary Photography course at the International Center of Photography in New York and earned a Master's in Photography and Visual Design at NABA in Milan. Zari uses the photographic medium as a tool for investigation and self-analysis, questioning its power as a trace, clue, testimonial evidence, and its deceptive nature. Her seemingly rigorous and scientific approach conceals a deeply poetic ability to interpret themes of memory and identity. In 2020, with the project *The Y - Research of the Biological Father*, she was named a Foam Talent. Her work has been exhibited at Scuderie del Quirinale, Rome; MAXXI, Rome; Villa Bardini, Florence; London Art Fair; Festival Circulation(s), Paris; Fotografia Europea, Reggio Emilia; and Athens Photo Festival. She won the Special Jury Prize at Images Vevey (Switzerland, 2022), the Graziadei Award (2021), and second prize at the Backlight Prize (Finland, 2020). Her works are present in private collections and museums, including Fotomuseum Winterthur, MAXXI, Fondazione Orestiadi, and the Donata Pizzi Collection.

Based in the neighbourhood of San Lorenzo in Rome, Matèria opened its doors to the public in 2015. The gallery proposes an exhibition programme that touches upon all aspects of Contemporary Art. Since its founding, Matèria's purpose has been the furthering and development of the work of its selected group of Artists. The gallery programme features four exhibitions per calendar year, conceived and produced directly with its artists and often in dialogue with the space through a site specific approach. Matèria's gallery shows strive to further the research and experimentation aspects of artistic practice, with the results of this approach often showcased in a growing list of Italian and international art fairs.

Matèria represents the work of Fabio Barile, Karen Knorr, Mario Cresci, Xiaoyi Chen, Giuseppe De Mattia, Sunil Gupta, Marta Mancini, Joachim Lenz, Francisca Valador, Stefano Canto, Bekhbaatar Enkhtur, Maïmouna Guerresi and Eduardo Fonseca e Silva.

OVERTON WINDOW, curated by Re:humanism
Presents: Alba Zari, *We have the same eyes*

Opening
19.10.2024, 6pm - 9pm

Matèria | Via dei Latini, 27 - Roma
materiagallery.com

Matèria

Orari
da martedì a venerdì
dalle 13:00 alle 20:00

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