

## DIGITAL ART FAIR

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### Digital Art Fair announces “Us in Another Form” during Art Month Hong Kong 2024 featuring award winning AI artist, Sougwen 愷君 Chung



Photo courtesy of Emma Museum and HOFA Gallery

Digital Art Fair is thrilled to announce a spotlight showcase, “Us In Another Form” at K11 MUSEA as part of the annual Art Carnival event. The exciting showcase brings forth an extraordinary body of work featuring the renowned award-winning AI artist Sougwen 愷君 Chung, represented by HOFA Gallery. The showcase will be on view from 26th March to 19th May 2024 at 6F, K11 Art & Cultural Centre, K11 MUSEA.

Fresh from Sougwen’s esteemed TIME100 Impact award success, the artist brings a new body of work from their series “Us In Another Form”. A former MIT Media Lab fellow and Google Artist in Residence, Sougwen’s work is the definitive example of the ever changing junctions between Art, Technology and Science, having programmed and built robots named D.O.U.G. (Drawing Operations Unit Generation\_X) to assist in their practice.



Photo courtesy of Emma Museum and HOFA Gallery

Sougwen's collaborative works with D.O.U.G. have garnered global acclaim, with acquisitions in the collections of the Victoria and Albert Museum (UK), and is the first AI model to be collected by a major institution. A pioneer in human-machine collaborations, the robotic arms of the D.O.U.G synchronize with Sougwen's brain waves with paint brushes in hand, as the two together experience the rituals of hybridity in drawing and meditation.



Photo courtesy of Emma Museum and HOFA Gallery

Through 2 decades of their practice, Sougwen pushes the boundaries of machine as collaborator and algorithm as creative catalyst through tools and datasets, to create "Us In Another Form". Speaking recently at the TIME100 Impact Awards:

*"Traditional forms of creativity must shape but not be replaced by technological development. Building our own tools and AI systems for art can help us sit with the existential questions posed by new technologies, in a way that fear and hope can be held in the mind at the same time "* - **Sougwen Chung, Artist**

*"The showcase of Sougwen Chung's project, "Us In Another Form" during Art Week Hong Kong and the K11 Art Carnival, represents a groundbreaking celebration of human-machine collaboration, highlighting the transformative power of technology in expanding the horizons of artistic innovation and expression."* - **Elio D'anna, Founder, HOFA Gallery**

Alongside their featured works at K11 MUSEA, Sougwen will also be launching a new body of work, titled "GENESIS", at Soho House Hong Kong. GENESIS is an ongoing project exploring the evolution of the drawn line and the robotic form. It begins with a collection of speculative machine constructions inspired by living organisms. GENESIS Forms are sculpted through a bespoke VR process and collected as movement data, contributing to a groundbreaking new spatial dataset. The GENESIS Dataset will serve as the foundation for an upcoming AI system, representing the next generation of human and machine collaboration.

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## **NOTES TO EDITORS**

**"Us in Another Form" by Sougwen 懷君 Chung**

**Date:** 26th March 2024 - 19th May 2024

**Opening Date:** 25th March 2024

**Venue:** 6F, K11 Art & Cultural Centre, K11 MUSEA, Tsim Sha Tsui, Hong Kong

**For media inquiries please contact:**

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## **Images**

Please find a wider selection of high res images in the [Press Kit](#)

All images should be credited the photographer name in the image title and HOFA Gallery

### **About Digital Art Fair**

Digital Art Fair is the world leading fair dedicated to promote digital art, creativity, technology and innovation. With a passion for pushing boundaries, the fair provides an unique art experience that celebrates the fusion of art and technology. The Digital Art Fair – Asia Edition 2023 at the Kunsthalle in K11 MUSEA is the latest endeavour, showcasing cutting-edge digital art installations and featuring an exciting collaboration with industry leaders.

### **About Sougwen Chung**

Sougwen 懷君 Chung is a Chinese-Canadian artist and researcher, widely considered a pioneer in the field of human-machine collaboration – exploring the mark-made-by-hand and the mark-made-by-machine as an approach to understanding the dynamics of humans and systems. Sougwen's work MEMORY (Drawing Operations Unit:Generation 2) is part of the permanent collection of the Victoria and Albert museum, and is the first AI model to be collected by a major institution. Recently, Chung was recognized as a Cultural Leader at the World Economic Forum, one of four recipients of the TIME100 Impact award, and named one of TIME's 100 Most Influential People in AI.

### **About HOFA Gallery**

HOFA Gallery (House of Fine Art) specialises in contemporary art by established and emerging international artists. HOFA is determined to feature a multitude of artistic disciplines with an intent focus on exceptional talent, diversity and cultural relevance. Dedicated to supporting rare talent and making their work globally accessible, the gallery works closely with all of its artists to ensure the highest level of excellence and integrity across its locations in London, Los Angeles and Mykonos. HOFA Gallery represents acclaimed painters, sculptors, photographers and multidisciplinary artists from all over the world including China, Korea, America, Italy, France, Argentina and Australia amongst many others.