



## DIGITAL VIDEO WALL | **METAMORPHOSIS**

Curated by Gemma Fantacci

**Metamorphosis** is the theme chosen for the fifth edition of the **Digital Video Wall**, which focuses on the visual and conceptual investigation carried out by several artists at the intersection of artificial intelligence, bots, algorithms, virtual and gaming environments. The series unfolds across multiple thematic threads, exploring how the new frontiers of technology shape human dynamics and how they constantly redefine our relationship with machines and technology.

The goal of *Metamorphosis* is to shed light on the challenges and opportunities of this transformation, exploring how emerging technologies can shape our understanding of the world: from patterns of information processing and sharing from mass media, in an era where algorithms significantly influence what we consume, to the preponderant ethical and cultural impact that technologies such as artificial intelligence and video game landscapes have on future sociopolitical and ecological matters, as well as the aesthetic development.

The new chapter of the Digital Video Wall invites viewers to reflect on the abrupt social and cultural shifts of this technological change, stimulating critical discussion about the current direction in which society is evolving, the metamorphoses taking place in our digital world, and our role within this complex ecosystem.

The peculiar position of the Digital Video Wall, which allows **24/7 fruition** from the street front, transforms it into a privileged exhibition space. The projection facing the outside of the premises constitutes an urban intervention, a showcase which becomes a way to redesign and change the image of the street, through the proposed contents.

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METRONOM | Via Carteria 10 | 41121 Modena

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