Artist Statement

Morphogenesis of Values
Speculative Speculations on Art and Values

Human abstractions live in our minds. Human values, such as Love, Power, Peace, and Knowledge, are human abstractions. If making art is the process of giving shape to ideas, we could perhaps do it differently: We can shape human values directly from our minds, controlling the form just by thinking!

Brain-Computer Interaction (BCI) makes neuro-design possible. This "Morphogenesis of Values" (MoV) goes beyond the traditional culture-based representations (i.e. an allegory for Liberty, the red pictogram of the heart for Love...). Each human value can be considered as a dynamic living form. Its ecosystem is the human mind. Like Nature assessing the evolution of living forms, the Brain - thanks to EEG (Electroencephalography) - can assess forms and their relevance in representing abstractions and values. The resulting fluid shape submitted to dynamic forces is like thought in motion. Eventually, the generated forms become Non-fungible Tokens (NFT) on the Blockchain, opening the path for new market forces to drive the trade of Human Values. From *Sublimation* (dataism) to *Reification* (commodification), artworks can now penetrate strata of human activities that were so far out of the artist's reach. Ethics, Finance, Politics, and Philosophy become, thanks to transactional practices, the new playground for artists at the world level. The process of neuro design can be considered as Hu-GAN, where the now common AI GAN (Artificial Intelligence Generative Adversarial Network) opposing a computer-based Generator to a carefully taught computer-based Discriminator may hand the status of discriminator/curator over to the artist. In the *Brain Factory* and *Value of Values* (VoV), it is the human brain that plays the role of the Discriminator. In the curatorial process involved in AI-generated Art, the artist steps back from the position of designing concepts and uses new tools similar in role to an artist's paint tubes in the form of "concept tubes" or "rhetoric tubes," spreading ready-made tropes. The Reader deciphers the characters, and two Interpreters visualize and comment on the resulting sentence. Each of them is affected by a specific bias - what I call Artificial Intentionality - that orients the generative process. One visually interprets like an "art critic", and the other writes subtitles like a "marketing expert". Curating variations to orient the evolution of constantly evolving shapes may have become the new paradigm of the artist's practice. Swapping the positions in this machine-human confrontation, the artist exposes his 40 years of practice, mapping it on the like of an art processor.

MoV show is conceived as a series of works produced by hybrid virtual/human entities, *a society of virtual agents*, each one adding their contribution to the question: *How do we perceive, select, represent, interpret, collect, share, and rank human values that determine human actions?*

[City Ads Values] Through advertising media, the city blasts sets of values expressed by government or commercial entities. Urban advertising weaves the ethical fabric of the city, shaping normality and desirability as a takeaway for all citizens.

[Neuro-design stations]: The public becomes *Brain Workers*. Directly from their mind - the ecosystem of human concepts – they assess the morphogenesis, birth, growth, and evolution of human values considered metaphorically as living entities.

[Crypto-Characters] The resulting shapes are geometric abstractions - similar to ideograms - and collectible assets registered to the Blockchain. They become NFTs. The VoV owner can "**reify**" – convert into an object - the 3D model as a graphic image, a *Twodee*, or a 3D sculpture: a *Threedee*.

[Reader - Can we Read the Human Brain?]
These new characters require a Reader, an AI-driven agent trying to recognize ideograms, "semantic harmonics", hidden in the 3D characters, the VoVs that subtly nuance the original meaning of the value.

[Interpreters - The Surprises of Interspecies Communication]
Characters of Value are submitted for visual and textual interpretations. The visual interpretation is made by an AI with a strong "art critic" bias. As a "marketing expert," the textual Interpreter generates a descriptive statement to "sell" the value. Both are artist-curated interpretations, converging on the same screens to help machines to understand humans and complete their mission: VoVs are meant to be collected or traded.

[The Scientist] updates in real-time *[The Periodic Table of Values]*, where they are spatially distributed according to their affinities in collections. Like traders proceeding with transactions of financial assets, the Brain Worker can now swap and trade values in *[The trading room]*.

[The Poet] generates *[Transactional Poetry]* out of the actual swapping of NFTs.

[The Accountant] determines the financial value of the values, analyses trends, and observes the geographic and cultural distribution of values worldwide.

Eventually, immaterial VoVs are interpreted by artists based on the actual VoV 3D model that becomes reified as a physical sculpture, extending or reducing the dynamic potential of the originally sublimated concepts.

Maurice Benayoun

價值的形態塑成
對藝術與價值觀的思辨

人類的大腦中存在著抽象化概念。而人類的價值如愛、力量、和平、知識等便屬於人類的抽象化概念。如果藝術的創作如同賦予這等抽象價值形態，我們也應該可以直接透過我們的大腦，把人類價值觀塑造成形，並以思想來控制它的形態！

腦機交互（BCI）技術成就了神經設計的可能。 這種「價值的形態塑成（MoV）」超越了傳統以文化為基礎的的表現形式（即自由的寓意，愛心以紅色的心臟代表等等）。每個人的價值都可以被視為一種活生生的、動態的形式；它的生態系統就是人類的思想，像大自然評估生命的進化一樣，腦電圖（EEG）可以評估腦部信息的形態及它們所代表的抽象和價值方面的相關性。這種賦有動態力量的浮游形式，就像運轉中的思想；產生出來的形式成為區塊鏈上的 NFT，為推動人類價值交易的市場開闢了新路徑。從「昇華」（數據主義）到「物化」（商品化），藝術品現在可以滲透到人類活動的各個層面，而這些層面是藝術家所無法觸及的。透過交易行為，倫理、金融、政治和哲學均成為藝術家們的新遊樂場。神經設計過程可以被認為是 Hu-GAN，其中現在常見的 AI GAN（人工智能生成對抗網絡）是將一個基於計算機的生成器與一個精心教導的基於計算機的鑑別器相對立；現在可能要把鑑別器/策展人的地位轉移交給藝術家。在「大腦工廠」(Brain Factory）和「價值的價值」（VoV）中，人腦發揮了鑑別器的作用。在人工智能生成藝術的策展過程中，藝術家調整概念設計的位置，採用了新的工具，以「概念管」或「修辭管」取代以前的顏料管。閱讀器拆解字符的含義，然後由兩個解讀器描繪出句子，並進行分析。它們各有一定的傾向，我稱之為「Artificial Intentionality」（人為的意圖），影響它們的生成過程。一個像「藝術評論家」般解讀，另一個則像「營銷專家」般寫文案；以不斷變化的策劃來引導形狀的演變，可能已成為藝術家實踐創作的新模式。關於這場人機位置切換的抗衡，藝術家以他 40 年的創作實踐展示，並透過藝術處理器以數字化呈現出來。

MoV 展覽是設想在一個虛擬媒介中，孕育出一系列由虛擬/人類混合製作的實體作品，每個參與者都對問題做出了他們的貢獻：我們如何感知、選擇、代表、解釋、收集、分享和排列決定人類活動中的人類價值？

[城市廣告價值] 透過廣告媒體，這座城市宣傳政府或商業組織所表達的一系列價值取向。城市廣告是城市道德的重要組成部分，塑造所謂正常的和人們想要的東西。

[大腦神經設計站] 讓一般大眾變成了大腦工人。從他們的頭腦中，也就是人類思想的生態系統中，他們評估價值形態的形成，其誕生、成長和演變，就像是帶有生命的物體一樣。

[加密字符] 是生成的幾何抽象形狀 -- 類似於表意文字 -- 在區塊鏈註冊成為收藏資產，它們成為 NFT；VoV 擁有者可以將抽象的三維模型「具體化」，使其變成圖形圖像、twodee 或 三維雕塑的 threedee。

[閱讀器 - 我們能讀懂人的大腦嗎？]
這些新的字符需要一個閱讀器，那是驅動人工智能的中介，試圖識別隱藏在三維字符中的表意符號、「語義諧波」，微妙地體現了 VoV 中價值的原始含義。

[解讀器 - 物種間交流的驚喜]
價值特徵被用於視覺和文本上的解讀。視覺解讀是由具有強烈「藝術評論家」傾向的人工智能執行。而具「營銷專家」傾向的文本解讀器會生成陳述性文字來「推銷」價值。兩者都是藝術家的策展解讀，匯聚在同一個屏幕上，以幫助機器理解人類並完成它們的任務：而 VoVs 的目的是為了收集或交易。

[科學家] 實時更新 [價值週期表]，這些價值在空間上的分佈是根據其組合中的親和力。就像交易員進行金融資產交易一樣，大腦工人(已參予大腦神經設計者)現在可以在 [交易室] 進行價值交換和交易。

[詩人] 從 NFT 的實際交換中生成了[交易性詩歌]。

[會計師] 確定價值的財務價值，分析趨勢，並觀察世界各地價值的地理和文化分佈。

最後，非物質的 VoV 由藝術家們以三維模型進行解讀，該模型被重新整合為一個實體雕塑品，擴展或減少最初昇華概念的動態潛力。

莫奔