

HKACT!

Act11

VoV

**MORPHOGENESIS
OF VALUES**

neuro-design blockchain project

腦神經設計區塊鏈作品

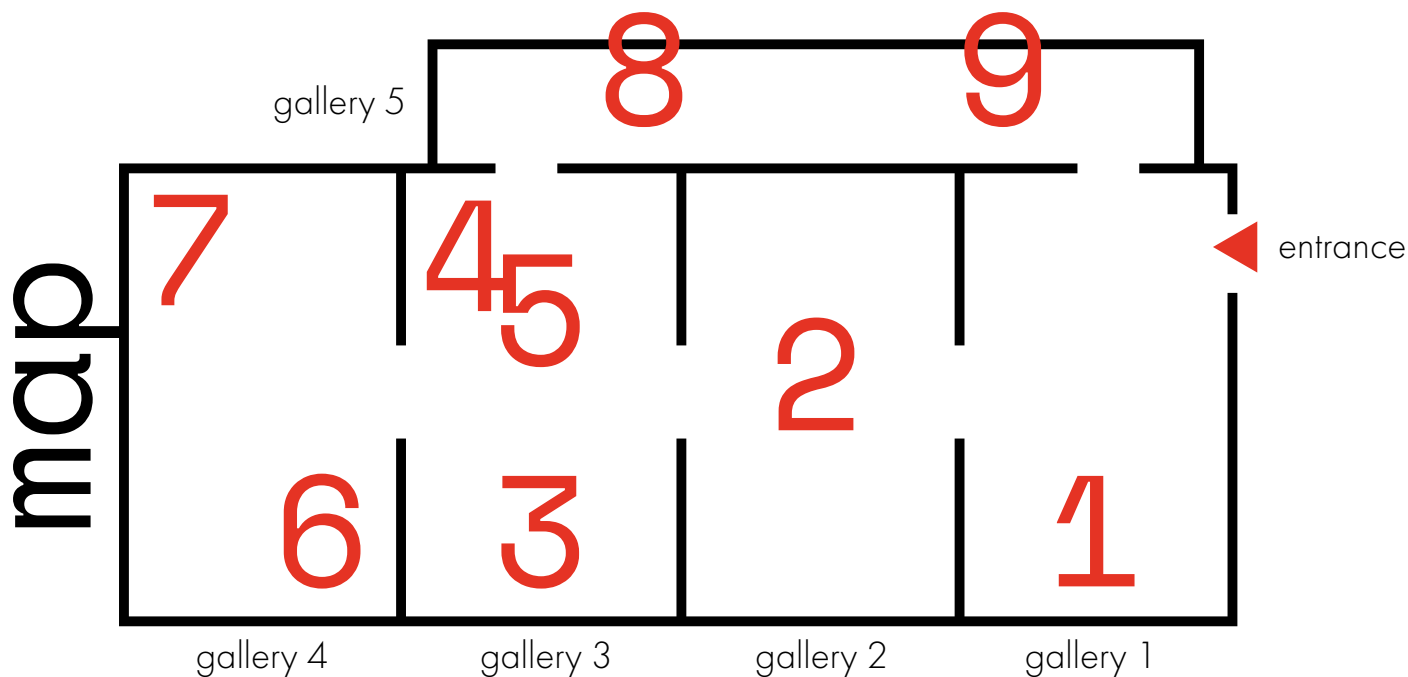
BY MAURICE BENAYOUN 莫奔



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osage



1 City Ads Values 城市廣告價值

2022

Maurice Benayoun 莫奔

Through advertising media, the city blasts sets of values expressed by governmental or commercial entities. Urban advertising weaves the ethical fabric of the city, shaping normality and desirability as takeaway for all citizens.

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。

2 Neuro-design Factory 大腦神經設計站

2018 - ongoing

Maurice Benayoun 莫奔

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.

Brain workers in action: with their brainwaves, they orient the evolution of the shape representing human values, soon to become VoV tokens in their collection.

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。

大腦工人的工作：他們以腦電波引導代表人類價值的形狀演變，並使之成為他們收藏中的 VoV 代幣。

3 Crypto-Characters Calligraphy of Values 加密字符 價值觀的書法體

2022

Maurice Benayoun 莫奔

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.

這些生成的幾何抽象形狀 - 類似表意文字，在區塊鏈上註冊成為可收藏資產。它們變成了 NFTs。VoV 擁有者可以通過將抽象的 3D 模型使之「具體化」，使其變成圖形圖像、Twodee 或 3D 雕塑、threedee。

4 Can we Read the Human Brain? 我們能讀懂人腦嗎？

2022

Maurice Benayoun 莫奔

Shaping abstractions is like creating a new language. The resulting forms can be read as ideograms. **AI readers** go beyond identifying the named value. It can "read" through the shaped "semantic harmonics" that nuance the original meaning.

人工智能閱讀器塑造抽象形狀的方式，就如編造一種新的語言；由此產生的形狀可以被當作表意文字來閱讀。它不僅是閱讀價值的表面意思，還可以「閱讀」抽象形狀的「語義諧音」，這些諧音豐富了原有的意義。

5 The Surprises of Interspecies Communication

物種間交流的驚喜

2022

Maurice Benayoun 莫奔

The Visual AI Interpreter ("art Critic" bias) generates an image under the artist's supervision. POWER becomes castles, rocks, a tall man, and eventually a strong woman.

The Textual AI Interpreter provides the subtext with a marketing bias... from the same keywords.

視覺人工智能解讀器（具「藝術評論家」傾向）在藝術家的監督下生成了圖像；「力量」變成了城堡、岩石、高大的男人，最終變成了堅強的女人。

文本人工智能解讀器以相同的關鍵字，使潛台詞帶一種「營銷性的傾向」。

6 The Scientist

Periodic Table of Values

科學家 價值週期表

2022

Maurice Benayoun 莫奔

The Scientist is an interactive artwork. It updates in real-time **The Periodic Table of Values** where they are spatially distributed according to their affinities in collections.

這是一個互動作品，科學家實時更新**價值週期表**，顯示元素如何根據它們的親和力被放置在集合中。

7 Value Trading Room

價值交易室

2022

Maurice Benayoun 莫奔

Like traders proceeding with transactions of financial assets, the Brain Worker (the participants at Neuro-Design Factory) can now swap and trade values in **The trading room**.

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。

8 Conceptual Timeline

時間軸

2022

Maurice Benayoun 莫奔

Beyond the digital, Media Art opened new paths for artists to explore, what MoBen calls Open Media. From VR to perfume, performance to AI, EEG to finance, Open Media has no borders. As the media and their understanding evolved, artists dug deeper into their potential and their limits. Diversity in the means of expression may hide the consistency in topics and issues the Artist investigates. In the long run, schemes emerge that reveal the whole picture.

在數碼以外，媒體藝術為藝術家開闢了新的探索途徑，莫奔稱之為「開放媒體」

（Open Media）。在藝術家的創作歷程：從虛擬現實到香水，從表演到人工智能，從腦電圖到金融，「開放媒體」是沒有國界。隨著媒體及對其理解的發展，藝術家們更深入地挖掘了它們的潛力和極限。表達方式的多樣性可能使人很難理解藝術家的想法和意圖，但隨著時間的推移，這些曾經出現的模式或作品，為整個情況提供啟示。

9 Reification

物體化

2022

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.

藝術家根據實際的VoV三維模型來解釋非物質的VoV，然後將其重新整合為實體雕塑，這可以增加或減少最初昇華的概念，而讓其動態潛力因應地擴展或減少。

Maurice Benayoun 莫奔

Footprint of Freedom

800 mm (W) x 1000 mm (L) x 50 mm (H)

AI-generated digital print

2022

Tobias Klein 簡鳴謙

Generosity0001

173 mm (W) x 185 mm (L) x 240 mm (H)

Clear polished 3D printed Polymer

(Stereolithographic print, SLA)

2022

Edition 1 + 1 AP

Openness0001

225 mm (W) x 190 mm (L), 329 mm (H)

Clear polished 3D printed Polymer

(Stereolithographic print, SLA)

2022

Edition 1 + 1 AP



Photo by Julian Failas at Etopia Center for Art and Technology Zaragoza Spain

During the previous decades, technologies have altered our relationship with the World and with others at a fast accelerating pace. If we easily perceive the resulting mutations in our daily life, we may have overlooked the primary motivations behind the change. We enter a period where the means prevail over the ends, and the technologies hide their finality. Going back to the origins of our will to change the World, we may foresee how striving to control the World with our brain may make us forget our real motivation. Beyond survival, at the origin of our actions, are the values that we may fight for: we ought to acknowledge the role they play in our life by giving them a shape and a price, hence monitoring their ever-changing hierarchy to understand the entanglement of Finance and Ethics.

Maurice Benayoun



Full Artist Statement 藝術家創作理念

Morphogenesis of Values
Speculative Speculations on Art and Values
價值的形態塑成
對藝術與價值觀的思辨



Introduction to Morphogenesis of Values
價值形態塑成介紹

**An Epic Journey Through
the Morphogenesis of Values**
價值形態塑成的史詩式之旅

在過去的幾十年裡，技術以極快的速度改變了我們與世界和人的關係。如果我們只專注於我們的日常生活所產生的變異，我們可能忽略了變化背後的基本動機。我們正在進入一個手段勝過目的的時期，技術矇蔽了它們該達至的結果。回溯最初我們追求改變世界時，我們也許已預視到，我們以大腦來控制世界可能會使我們忘記真正努力的本意。我們奮鬥的初心，是追求生存以外的價值。我們應該承認這些價值在我們生命中的作用，給予它們一個形狀和價格，從而監測它們不斷變化的趨勢，以拆解金融和道德之間的糾葛。

莫奔



Photo by Riddick Douglas Ning

Maurice Benayoun (aka MoBen, 莫奔) is a pioneering and prominent figure in the field of New Media Art. His works freely explore media boundaries from virtual reality to large-scale public art installations on a socio-political perspective. MoBen's works have been widely awarded (Golden Nica Ars Electronica 1998 and more than 25 international awards) and exhibited in major international museums (2 solo shows at Centre Pompidou Paris), biennials and festivals in 26 different countries. Some of his representative works include *The Tunnel under the Atlantic* (VR, 1995), *World Skin a Photo Safari in the Land of War* (VR, 1997), *the Mechanics of Emotions* (2005-2014), and *Cosmopolis* (VR, 2005).

MoBen initiated the *Brain Factory* project in 2015 and then developed it as *Value of Values*. Through the morphogenesis of thought, this research is an investigation of language, neural design, human values and transactions. Between finance and ethics, transactional aesthetics focuses on the impact of our individual and collective ranking of values on society.

莫奔 (Maurice Benayoun · 別名MoBen)是新媒體藝術領域的先驅和重要藝術家。他的作品從虛擬現實到大型公共藝術裝置，從社會政治的角度探索媒體的邊界。莫奔的作品被廣泛授予獎項(包括1998年Ars Electronica Festival 的Golden Nica大獎和超過25個國際獎項)，並在26個不同國家的主要國際博物館(在巴黎蓬皮杜中心舉辦了兩次個人展覽)、雙年展和藝術節中展出。他的一些代表作品包括《大西洋下的隧道》(虛擬現實、1995年)、《世界皮膚》(World Skin a Photo Safari in the Land of War) (虛擬現實、1997年)、《情感的力學》(2005-2014年)和《宇宙城》(虛擬現實、2005年)。

莫奔在2015年啟動了「大腦工廠」項目，然後將其發展成為「價值的價值」。這項目通過思想的形態塑成，著重於語言、神經設計、人類價值和交易的探索。在金融和倫理學之間，交易美學探究我們個人和集體的價值排序對社會的影響。

Artist's Tour 藝術家導賞團



Artist 藝術家
Maurice BENAYOUN 莫奔

Curator 策展人
Ann MAK 麥安

Collaborative Artists
合作藝術家

Blockchain 區塊鏈
Nicolás MENDOZA

3D Printing 3D 打印
Tobias KLEIN 簡鳴謙

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Editing 剪接 **Furqan ALI SHAH, Eleanor BENAYOUN**
Sound Design 音效設計 **Tim CHAN 陳庭章**

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Neuro-Design Lab
Centre for Applied Computing and Interactive Media
School of Creative Media, City University of Hong Kong
香港城市大學創意媒體學院
互動媒體電算應用中心
大腦神經設計實驗室

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The Scientist - Periodic Table of Values
科學家 - 價值週期表
Sam CHAN 陳顯宗, Aiyim TAUBALDY, WANG Xiao 王瀟

Value Trading Room 價值交易室
Shubham YADAV

Organised by 主辦機構

osage art foundation

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Arts Capacity Development Funding Scheme
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Event Collateral 相關活動

HKACT! Act 12

VoV: HKRUNWAY

29.10.2022

@ASHK

HKACT! Act 13

SYMPOSIUM

Multiple Futures of Art and Technology

藝術與科技的多重未來

28.11.2022

@ASHK + online streaming 線上直播

HKACT! (Hong Kong Art, Culture, and Technological Innovation) is a platform raised by Osage Art Foundation in 2015, which celebrates the convergence of art and advanced ideas by bringing together visionary thinkers and innovators to articulate a vision for the future through experimental, artistic and educative projects.

HKACT! (Hong Kong Art Culture and Technological Innovation 香港藝術文化及科技創新) 平台由奧沙藝術基金於 2015 年成立, 將有遠見的思想家和創新者聚集在一起, 通過實驗性、藝術性和教育性項目闡述對未來的看法, 來慶祝藝術和先進思想的融合。

www.hkact.hk

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