

## PRESS RELEASE

It will open its doors on the 3rd floor of Espacio Fundación Telefónica on Friday 9 February

### **'WINDOWS TO THE FUTURE', AN EXHIBITION THAT INVITES US TO IMAGINE NEW SCENARIOS FROM A TECHNOLOGICAL AND OPTIMISTIC POINT OF VIEW**

- In 'Windows to the Future', six national and international artists and creative studios create audiovisual stories through the use of CGI, artificial intelligence or fractal patterns that question the futuristic aesthetics rooted in our collective imagination and challenge current perceptions.
- Based on dreams, memories, emotions, nature or space, with technology as a transversal element, Lifeforms, Boldtron, fuse\*, Inferstudio, Paul Trillo and GMUNK propose narratives capable of shaping the future from unexpected perspectives, favouring a dialogue between our present reality and what could happen in the coming decades.
- The exhibition, the first to be presented as part of Telefónica's Centenary celebrations, will be on display free of charge on the third floor of Espacio from 9 February to 28 July 2024, and will include a complementary educational programme for the general public and families.

**Madrid, 9 February 2024.**- Throughout history, every technological breakthrough has pushed the boundaries of what is possible, opening up unexpected and revolutionary avenues. In this web of possible futures, technology presents itself as a tool that makes it easier for visions to become reality. Under this premise, Espacio Fundación Telefónica presents ['Windows to the Future'](#), an exhibition of six large audiovisual installations that invite us to imagine scenarios of futures far from the most conventional stereotypes of science fiction, from an optimistic and inspiring point of view, and with technology as a key element to show this future. The exhibition, the first to be presented as part of Telefónica's Centenary celebrations, will be on display free of charge on the third floor of Espacio from 9 February to 28 July 2024.

Six national and international artists as well as creative studios: Paul Trillo, GMUNK, Inferstudio, Boldtron, Lifeforms and fuse\* create these stories through the use of CGI, artificial intelligence or fractal patterns that question the futuristic aesthetics rooted in our collective imagination and challenge current perceptions. With their audiovisual works, they propose alternative narratives capable of shaping the future from unexpected perspectives, favouring a dialogue between our present reality and what could happen in the coming decades. The windows become a symbol of projection through which to look beyond, revealing the confluence of social, cultural, environmental and technological factors to offer multiple perspectives on the future.

An interdisciplinary studio dedicated to prospective research and the design of the future, Invisible, has collaborated on the exhibition as a consultant, accompanying the artists in the conceptualisation process and the theoretical framework of each work. 'Windows to the Future' is part of a narrative trilogy about the future that began at Espacio Fundación Telefónica with 'The Great Imagination. Histories from the Future' and 'Liam Young. Building Worlds' both of which focus on projecting fictional scenarios and alternative worlds using technology.

## Artists' Work and Biographies

In *Notes to My Future Self* (2024), Los Angeles-based multidisciplinary artist, writer, director and author of experimental and conceptual films **Paul Trillo** takes us to the blurred threshold between today and tomorrow. In this work he unfolds the voices of ordinary people who articulate for themselves the thoughts that cross their minds before they go to sleep. Surrounded by an artificial intelligence-generated dreamscape and dressed in their bedclothes, these individuals express personal agendas in the void, ranging from the mundane to the profound.

The minimalist compositions leave room for the mind and dreams to wander, and the environments in which each subject is placed are artificially generated from the message. The piece directly interpellates the audience, inviting them to engage in an inner monologue, to explore their own goals and dreams, to meditate on how our aspirations define us.

GMUNK, **Bradley Grosh**, is a prolific Berkeley-based director, designer and artist who has worked in motion design, animation, graphic design, UI/UX, experiential design, photography, robotics, mapping, LED and other disciplines and techniques. His work spans a variety of formats including short films and digital art exhibitions, exploring themes such as the subconscious and the relationship with technology in unconventional ways.

In *Synaptic Code: Patterns of a Digital Consciousness* (2024), GMUNK proposes to experience the world from the perspective of a machine, combining data visualisation with digitised emotions, demonstrating the human mind's ability to navigate and transform itself in an increasingly virtual and intangible world. The work depicts a future where man and machine interact in perfect harmony, where artificial and human drives merge. The memories, formalised as a flow on the screen, simulate the rhythm of breathing and interweave the natural with the digital through complex data structures reminiscent of brain waves.

**Inferstudio** is a digital design studio founded by **Nathan Su, Bethany Edgoose and Sarah Su** that works in world creation, videography, visual effects and data visualisation, collaborating with artists, architects, researchers, NGOs, film-makers, musicians and technologists to design visual worlds that help tell their stories.

At *Entangled Atlas* (2024), they explore how the expansion of the notion of presence that mixed reality entails could eventually create hybrid everyday spaces, where awareness of distant beings and environments could lead to new behaviours, rituals or even kinship ties, with landscapes and animals acting as members of the family.

To achieve this perfect symbiosis, a series of silent balloons, which have no environmental footprint, float over the Earth's surface collecting data. XR technologies reproduce these images

in real time in our everyday environment. For example, the majestic real-time virtual representation of a tree becomes part of family life. This work invites us to consider the potential of this emotional connection with the most remote corners of the planet.

**Boldtron** is the artistic name of brothers Xavier and Daniel Cardona, Barcelona-born artists specialising in 3D, CGI, VR and AI, whose work is based on experimentation, research and the development of new techniques with an organic and manual approach, although their production is purely digital.

Starting from a seemingly desolate setting, ***Path*** (2024) gradually immerses the viewer in a world that turns out to be full of life. Through a contemplative experience, the journey invites us to explore concepts such as memory and the idea of the future on a sensory level. The work is the result of a long dialogue between the artists and an artificial intelligence, proposing a revision of the notions of authorship and creativity. Deliberately constructed with a degree of abstraction, the creative collaboration between the artists and the AI is complemented by the intervention of the viewer, who, with his or her own personal resonances, gives meaning to the gaps and becomes a "maker of futures", starting from the unknown as a fertile ground for the evocation of unlimited possibilities.

**Lifeforms** is a design studio founded by **Lidija Kljakovic and Damjan Jovanovic** that operates at the intersection of video games and design, focusing on the creation of virtual worlds and experiences using real-time technologies.

***Orbital*** (2024) takes us into space in the year 2350, where humanity has expanded its presence as collaborators in a cosmic equilibrium based on the interconnectedness of humans, machines and nature. The work takes visitors on a space journey through the settlement - the first space colony inhabited by humans, autonomous robots and an ensemble of artificial intelligences - and imagines the scientific, political and spiritual levels of a future forged by choices based on cooperation and peaceful coexistence in a shared universe. Earth becomes a lush garden, while orbital settlements evoke astonishing technological advances and stand as an example of a new form of solar-powered coexistence.

**fuse\***, founded in 2007 by **Luca Camellini and Mattia Carretti**, is a multidisciplinary art studio that explores the expressive possibilities of emerging technologies in order to interpret the complexity of human, social and natural phenomena. The intention is to create works capable of inspiring, suspending the ordinary and stimulating thought, sensitivity and imagination.

***Oneiric*** (2023), the work created by fuse\*, draws on dreams and, using algorithms capable of translating textual content into images, presents an audiovisual story that brings nocturnal visions back into the realm of the visible. It comes from a research project led by the Universities of Bologna and Santa Cruz, California, which collected two dream banks from thousands of volunteers. A machine learning system was applied to their stories to transform the narrative into an audiovisual cut with the characters, objects and landscapes described. In this way, technology takes on the role of a creative assistant, interpreting the director's instructions and suggesting possible ideas and solutions. ***Oneiric*** takes an unprecedented and exploratory approach to the tension created by the interpretation of a purely human experience, the dream, through the eyes of new technologies.

## **PARALLEL ACTIVITIES**

**GENERAL PUBLIC:**

- Guided tours for individuals (capacity of 30 people) by appointment via the website on Tuesdays and Fridays at 12.00 and/or 17.00 and Saturdays and Sundays at 11.15 from 27 February 2024.

· Guided tours for groups (capacity of 30 people) by prior appointment via email.

**FAMILIES:**

- 'Looking to the future' workshop for children aged 6-12, accompanied by an adult, where we invite participants to imagine and reflect on the actions we will take to shape the future. Dates: 4, 12 and 19 May, 1, 8, 23 and 29 June.

**For more information and to book and register for activities, visit <https://espacio.fundaciontelefonica.com/>. You can also download the practical guide at <https://espacio.fundaciontelefonica.com/descargas/>.**

**For more information, visit [espacio.fundaciontelefonica.com](https://espacio.fundaciontelefonica.com).**