



Press release

Emma Adler

STRG-Z

opening 06.09.2024 6-9 pm

exhibition 07.09. - 19.10.2024

Galerie Anton Janizewski

Weydingerstraße 10

10178 Berlin

In her work, Emma Adler takes on the racist normal state hidden behind seemingly harmless bourgeois facades. The artist isolates uncanny elements of AI-generated propaganda and condenses them in an immersive exhibition, thereby rendering visible the contradictions of extremism in the middle of German society.

During Ramadan, a local chapter of the AfD posted an AI-generated sharepic in which the faces of guests attending a grill party are grotesquely malformed. Seeming like an unintended allegory of the zombie-like return of fascism, Adler isolates and condenses such elements into an immersive installation. Fence segments placed in the exhibition space not only bring to mind home and garden, but also the brutal mechanism of in- and exclusion. A video subtly tells of the horror that accompanies the return of the Völkischen (German ultranationalist, ethnonationalist and racial nationalist ideology), while zombies act as fascism's reverends. As light and sound

begin to change the mood, Viewers gradually immerse into an environment consisting of fragments of different realities.

Birds' twittering, laughing and a fires' crackling - a garden party behind a high fence create the image of Heimat (lit. „home“), a term that is anything but neutral. Promising a sense of belonging and home, the word is, however, equally part of rightwing extremist vocabulary and as such becomes an instrument of inhumane ideology and a pretense for violence.

It is this connection of the uncanny (das Unheimliche) and Heimat that intrigues Adler.

Adlers' new exhibition continues a theme complex that has long since been incorporated into her work. The devotion to the intertwinements of the physical and virtual realm finds expression in multimedial installations which connect excesses of fascist discourses and deep fakes to then situate them in the visual worlds of everyday life. An installation at the Berlin Academy of Arts exemplifies this approach, as Adler took up the notion of truth and the perpetual changes it undergoes, especially when used by digital media for political propaganda purposes. A prior work-series draws on the exact point of contact between digital and physical worlds that leads to the virtual taking the leap into reality. From 2020 onward Adler thematically dealt with conspiracy theories and esotericism in the post-factual age which, after the covid lockdown, managed to find their way from internet forums into the mainstream. Similar to textures or objects in a video game, her installations repeat the same motifs and make evident the intertwinement of different levels of reality in the artist' formal notions. Adler is fascinated by glitches - elements, which themselves carry independent meaning, and reveal the volatile truths' lie. So, too, in her new exhibition, the AI-distorted faces

from AfD propaganda reveal a racist state of normality hidden behind a bourgeois facade. Adler observes de-virtualization - an attempt to describe phenomena in which digital and physical realities collide and transformation ensues. Ideologies of communities initially found on the Internet ingress in the public sphere and begin to spread out. Adler's work is deeply political, but not in a dialectical sense. While her works are firmly rooted in digital realities, she does not engage in the archaeology of internet images. Rather, her installations make ideologies visible on an abstract level.

Emma Adler (*1980 in Besch, lives and works in Berlin) uses expansive multimedia installations to tackle themes encompassing original, copy and fake, as well as virtuality and reality. She focuses on conspiracy theories and the concomitant question for different levels of reality. Confusion arising out of seeming certainty or unexpected disturbances build the foundation of her work. One can understand Adler's installations as a multilayered experiment arrangements, which question our views on the relation between actuality and medial reality.

Image: Emma Adler, STRG-Z, (de-

