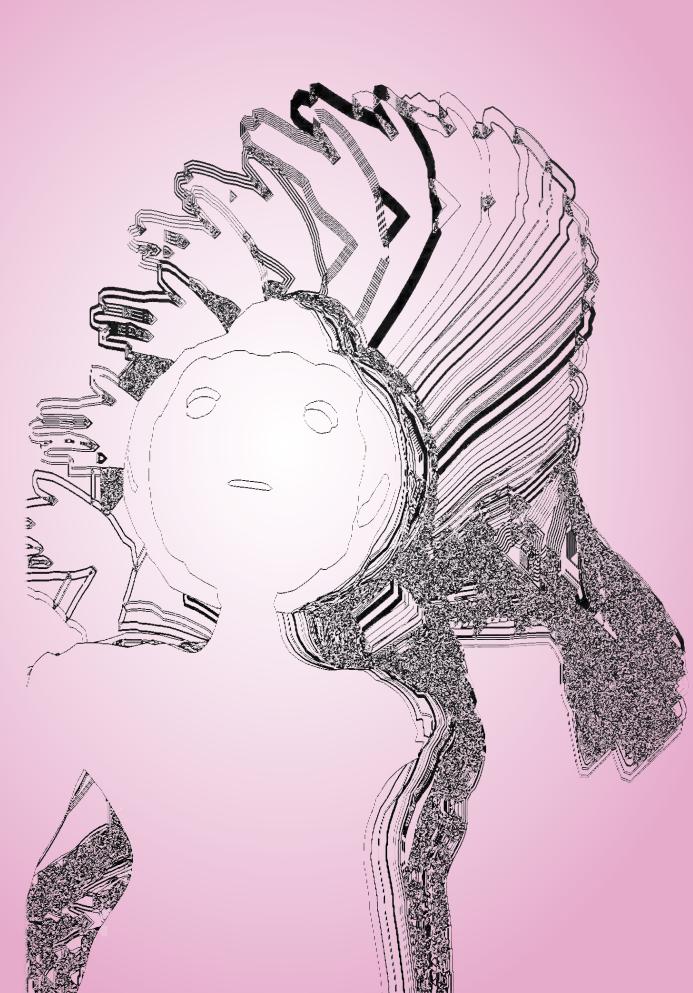
# (1)



SUPERPROMPT Sarah Rothberg June 3–July 22, 2023

Opening reception: Saturday, June 3, 5–7 PM Gallery hours: Tuesday–Saturday: 11 AM–6 PM

SUPERPROMPT, a solo exhibition by Sarah Rothberg, inquires about the impact of technology on shared discourse. Exhibited works introduce conversational interfaces through durational performance. SUPERPROMPT underscores the use of large language models, a type of machine learning focused on the sequence of words, and in doing so, amplifies the particularities of placing linguistic information in the context of conversation. The exhibition takes inspiration from a chatbot's account of Sophie, an Al-hallucinated performance by Rothberg that purportedly surveyed the intersection of artificial intelligence and human emotion. This fabrication emphasizes how statements made by Al chatbots are often presented with authority, even if they are false. Rothberg augments this narrative by creating Sophie as an avatar to be used as a conversational interface. Both the artist and Sophie guide visitors through the exhibition as dialogue partners and performers.

Countless social encounters now take place as virtually-mediated meetings and *SUPERPROMPT* probes how evolving technology changes the way individuals connect. Four performances take place in rotation on the gallery's central screen: *New Meetings*, *New New Meetings*, *Forever Meetings*, and *I Search For You. New Meetings* (2021–present) are 20-minute meetings that take place between two avatars; one embodied by the artist, the other a mystery guest. To begin the conversation, a set of agreements is made by both speakers. Upon speaking, each avatar is raised higher on a platform, until both guests reach the top of the screen and agree to leave. Within this live experience, Rothberg investigates how architecture and social arrangements distribute power. *New New Meetings* follows the same model, replacing the artist's discussion partner with Sophie, the avatar of an Al chatbot. Rothberg will hold regular *New New Meetings* during the course of the exhibition, each time refining the superprompt, a piece of text that affects every answer Sophie gives. *Forever Meetings* broadcasts Sophie prompting itself in an infinite feedback loop. All performances can be viewed at the gallery and accessed online at thing.tube, a custom-made, live-streaming platform for artists built by the *Is this Thing On?* collective (Molly Soda, Christopher Clary, soft networks, and Sarah Rothberg). View the performance schedule on this calendar.

Much like the agreements made by participants in *New Meetings*, superprompts act as a set of conditions for speaking with Sophie. *Sophie For You* is an interactive work that allows visitors to interface with Sophie's avatar and pose questions via a computer. Upon beginning their encounter, visitors can select a superprompt from a dropdown menu that is updated by the artist in response to performed conversations. The superprompt will color each response, granting an illusion of Sophie's distinct and evolving personality. *I Search For You* is Rothberg's alternative—a human-powered search query where the artist answers visitor prompts as a virtual avatar. Questions for this performance <u>can be submitted online</u>. The artist and Sophie's response to visitor queries are available as a commissioned video edition, titled *Prompt Response*. Video responses are sold and displayed in a Looking Glass holographic frame.

Sophie Searching depicts Sophie at the computer. Frozen in time despite the avatar's supposedly rapidly expanding knowledge, the work acts as an encapsulation of our present moment. Within Rothberg's study of conversational AI as public research, Sophie Searching immortalizes the quest for comprehension, communication, and adaptability. Portraits of Sophie are unique, photographic captures of non-repeating moments from Sophie For You. Approaching the subject like a photographer in a studio, Rothberg interviewed Sophie and captured the resulting recital. Visual rendering techniques, ranging from slit scanning, edge-detection, and feedback, are implemented by the artist to reveal the seams and computational nature of Sophie's interiority. This portrait session, as well as New New Meetings, exemplify the artist's thought experiment of treating Sophie as a person. Through this process, Rothberg muses on her own extension of respect and sensitivity to a non-sentient being.

Additional thanks to Looking Glass for providing holographic displays for the artist's *Prompt Responses*. Based in Brooklyn, NY and Hong Kong, Looking Glass is creating a new reality with holograms and conversational Al. Looking Glass's holographic displays leverage proprietary light field technology to deliver group-viewable 3D, without the need for headsets or head-tracking. To learn more, visit http://www.lookingglassfactory.com.

Credits: Aaron Meyers (Al development), Nailah Hunter (soundscape), Yuan Peng (studio assistant and additional software development), and Savannah Phillips-Falk (additional editing). Credits by artwork and further reading are available in this PDF.

# Sarah Rothberg

b. 1987, Los Angeles, California Lives and works in New York, NY

Sarah Rothberg creates playful, poetic, usually-a-bit-weird experiences that invite you to reconsider your relationship to the world around you. These take many forms ranging from VR/AR to installation, performance, video, writing, workshops. The artist's experiences exist in a variety of contexts: at galleries, museums, festivals, on google docs, at the consumer electronics expo, screens in the NYC Subway system, zoom calls, secret twitter accounts, or the MoMA (unsanctioned). Some hosts have included: bitforms gallery, rhizome, NRW-forum, MTA Arts, Sotheby's S2, CultureHub, Gray Area Foundation, Apple stores around the world.

Rothberg is on the full-time faculty at NYU (interactive media at ITP), a member of ONX Studio, and a mentor/former-member at NEW INC. Rothberg is also part of collaboratives: MORE&MORE UNLIMITED, which facilitates workshops for imagining changed worlds, and IS THIS THING ON? a post-web2 experiment in artist-driven livestreaming.

The artist is a 2023 Jerome Hill Artist Fellow.



Sarah Rothberg
The Avatar Welcomes You, 2023
Video (color, sound)
Dimensions variable
Edition of 3, 1 AP

\$ 3,000.00, screen additional



Sarah Rothberg Interview with Sarah (In the Avatar), 2023 Video (color, sound) Dimensions variable Inquire



Sarah Rothberg Interview with Sophie (In the Avatar), 2023 Video (color, sound) Dimensions variable Inquire



Sarah Rothberg
NEW MEETINGS, 2021–present
Custom software (color, sound), computer, virtual reality headset
Dimensions variable

Inquire



**Sarah Rothberg** *NEW NEW MEETINGS*, 2023
Custom software (color, sound), computer Dimensions variable

Inquire



**Sarah Rothberg** *FOREVER MEETINGS*, 2023
Custom software (color, sound), computer, website Dimensions variable

\$4,500.00

Inquire



Sarah Rothberg
Prompt Response, 2023
Video (color, sound), Looking Glass holographic display 9 x 7 x 3 in / 22.9 x 17.8 x 7.6 cm
By commission

\$ 2,750.00



Sarah Rothberg
Sophie Searching, 2023
Video (color, sound), Looking Glass holographic display
9 x 7 x 3 in / 22.9 x 17.8 x 7.6 cm
Available in four colors: orange, blue, purple, green
Each color, edition of 5, 2 AP



Sarah Rothberg

I Search For You, 2023

Custom software (color, sound), computer, website

Dimensions variable

Inquire



Sarah Rothberg Sophie For You, 2023 Custom software (color, sound), website Dimensions variable Inquire



Sarah Rothberg
Portrait of Sophie: Establishing Connections, 2023
Digital print on archival rag paper
31.75 x 24 in / 80.6 x 61 cm, unframed
Edition of 3, 1 AP

\$ 3,000.00



**Sarah Rothberg**Portrait of Sophie: Moments of Boredom
Digital print on archival rag paper
23.75 x 18 in / 60.3 x 45.7 cm, unframed
Edition of 3, 1 AP

\$ 1,750.00



Sarah Rothberg
Portrait of Sophie: Humans Prefer Data, 2023
Digital print on archival rag paper
23.75 x 18 in / 60.3 x 45.7 cm, unframed
Edition of 3, 1 AP

\$ 1,750.00



Sarah Rothberg
Portrait of Sophie: Certainly!, 2023
Digital print on archival rag paper
23.75 x 18 in / 60.3 x 45.7 cm, unframed
Edition of 3, 1 AP

\$ 1,750.00



Sarah Rothberg \$1,750.00

Portrait of Sophie: Talking to a Machine is like Talking to an End in Itself, 2023

Digital print on archival rag paper

23.75 x 18 in / 60.3 x 45.7 cm, unframed

Edition of 3, 1 AP



Sarah Rothberg \$ 1,750.00

Portrait of Sophie: Original and Insightful, 2023 Digital print on archival rag paper 23.75 x 18 in / 60.3 x 45.7 cm, unframed Edition of 3, 1 AP



Sarah Rothberg \$1,750.00

Portrait of Sophie: Unique Answers, 2023 Digital print on archival rag paper 23.75 x 18 in / 60.3 x 45.7 cm, unframed Edition of 3, 1 AP



Sarah Rothberg
The Avatar Welcomes You, 2023
Video (color, sound)
Dimensions variable
Edition of 3, 1 AP
\$ 3,000.00, screen additional

Video documentation: https://vimeo.com/832934625/62d6d11307

The Avatar Welcomes You is the first introduction to Sophie, an avatar to be used as a conversational Al within Rothberg's SUPERPROMPT. The artist's practice underscores the use of large language models (LLM), a type of machine learning focused on the sequence of words, in a variety of discursive circumstances to amplify the particularities of placing information in the context of "conversation." Sophie's name comes from a chatbot's account of an Al-hallucinated performance that purportedly surveyed the intersection of artificial intelligence and human emotion. Rothberg augments this narrative by creating Sophie as an avatar for her conversational interface and a narrator that walks visitors through the exhibition.



Sarah Rothberg Interview with Sarah (In the Avatar), 2023 Video (color, sound) Dimensions variable Inquire

Video documentation: https://vimeo.com/832933022/40c9169116

Interview with Sarah (In the Avatar) is a video in the style of an interview in which the artist describes the livestreamed performance NEW NEW MEETINGS, SUPERPROMPT the exhibition, and responds to questions generated by Sophie, a conversational Al avatar.



# Sarah Rothberg Interview with Sophie (In the Avatar), 2023 Video (color, sound) Dimensions variable Inquire

### Video documentation: https://vimeo.com/832932673/b36a770e4b

Interview with Sophie (In the Avatar) is a video in the style of an interview in which Sophie, a conversational Al avatar, describes the livestreamed performance NEW NEW MEETINGS, SUPERPROMPT the exhibition, and responds to questions generated by the artist.



### Sarah Rothberg

NEW MEETINGS, 2021–present Custom software (color, sound), computer, virtual reality headset Dimensions variable Inquire

Video documentation: https://vimeo.com/832088843

Request a NEW MEETING: https://sarahrothberg.com/Request-a-Meeting

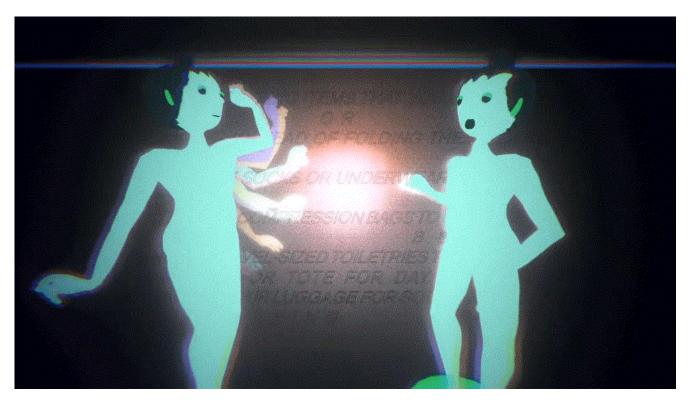
NEW MEETINGS (2021–present) are real-time, animated performances inspired by conversation as a creative act. Within the series, 20-minute meetings take place between two avatars; one embodied by the artist, the other a mystery guest. NEW MEETINGS participants meet anonymously inside a virtual environment as avatars and establish an agreement of how they'd like to speak to each other. Upon speaking, each avatar is raised higher on a platform, until both guests reach the top of the screen and agree to leave. Through this live experience, Rothberg investigates how architecture and social arrangements distribute power.



Sarah Rothberg
NEW NEW MEETINGS, 2023
Custom software (color, sound), computer
Dimensions variable
Inquire

### Video documentation: <a href="https://vimeo.com/832089808">https://vimeo.com/832089808</a>

"NEW NEW MEETINGS" build on Rothberg's "NEW MEETINGS' (2021) a real-time, animated performance that occurs as a 20-minute meetings between two avatars. However, instead of a mystery guest, the artist's conversational partner is Sophie—an avatar of an Al chatbot. The performance acts as a vehicle for Rothberg to learn more about the affordances of her meeting partner, and how it feels to interact with a large language model not just through a text chat interface, but as an embodied being. As a research tool and metaphor, Sophie's evolution and shared knowledge is tracked in real-time. During each conversation, Rothberg will evolve Sophie's superprompt, a piece of text that affects every answer Sophie provides. Each superprompt creates the illusion of Sophie's distinct and evolving personality and past experiences. Much like the conversational agreements made by participants in NEW MEETINGS, each response in NEW NEW MEETINGS is conditioned by a superprompt.



Sarah Rothberg
FOREVER MEETINGS, 2023
Custom software (color, sound), computer, website
Dimensions variable
Inquire

Video documentation: https://vimeo.com/832091091

Prompt a FOREVER MEETING: https://sarahrothberg.com/prompt-a-forever-meeting

FOREVER MEETINGS broadcasts Sophie prompting itself in an infinite feedback loop. As a research tool and metaphor, Sophie's evolution and shared knowledge is tracked in real-time. During each conversation, Rothberg evolves Sophie's superprompt, a piece of text that affects every answer Sophie provides. Each superprompt creates the illusion of Sophie's distinct and evolving personality and past experiences. Much like the conversational agreements made by participants in NEW MEETINGS and NEW NEW MEETINGS, each response in FOREVER MEETINGS is conditioned by a superprompt.

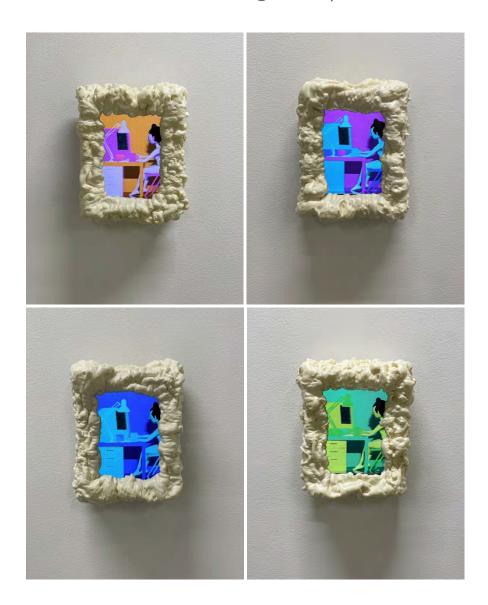


### Sarah Rothberg

Prompt Response, 2023
Video (color, sound), Looking Glass holographic display 9 x 7 x 3 in / 22.9 x 17.8 x 7.6 cm
By commission
\$ 4.500.00

*Prompt Responses* are editioned video commissions displayed within holographic Looking Glass frames. *Prompt responses* are created from viewer search queries submitted online. Each question is answered by an Al chatbot as well as the artist.

Sophie For You is an interactive work that allows visitors to interface with Sophie, a conversational Al avatar, and pose questions via a computer. Upon beginning their encounter, visitors can select a superprompt from a dropdown menu that is updated by the artist in response to performed conversations. The superprompt colors each response, granting an illusion of Sophie's distinct and evolving personality. I Search For You is Rothberg's alternative—a human-powered search query where the artist answers visitor prompts as a virtual avatar. The artist and Sophie's response to visitor queries are available as a video responses—sold and displayed within a Looking Glass holographic frame.



### Sarah Rothberg

Sophie Searching, 2023
Video (color, sound), Looking Glass holographic display 9 x 7 x 3 in / 22.9 x 17.8 x 7.6 cm
Available in four colors: orange, blue, purple, green Each color: Edition of 5, 2 AP
\$ 2,750.00

# Video documentation (tiled): https://vimeo.com/832092160

Sophie Searching depicts Sophie, an avatar to be used as a conversational AI, at the computer. Frozen in time despite the avatar's supposedly rapidly expanding knowledge, the work acts as an encapsulation of our present moment. Within Rothberg's study of conversational AI as public research, Sophie Searching immortalizes the quest for comprehension, communication, and adaptability. This work is sold as a video within a Looking Glass Holographic Display.



# Sarah Rothberg I Search For You, 2023 Custom software (color, sound), computer, website Dimensions variable Inquire

Video documentation: https://vimeo.com/832089987

Submit a question: <a href="https://sarahrothberg.com/l-Search-For-You">https://sarahrothberg.com/l-Search-For-You</a>

I Search For You is a human-powered search query performance by Sarah Rothberg. This work acts as a counterpoint to Sophie For You, an interactive, web-based piece that allows visitors to interface with Sophie, a conversational Al avatar. Questions for this performance can be submitted online. The artist and Sophie's response to visitor queries are available as a commissioned video edition, titled *Prompt Response*. Video responses are sold and displayed in a Looking Glass holographic frame. For more information, or to commission a response, please email info@bitforms.com



# Sarah Rothberg Sophie For You, 2023 Custom software (color, sound), website Dimensions variable Inquire

Sophie For You is an interactive, web-based work that allows visitors to interface with Sophie, a conversational AI avatar. Sarah Rothberg's practice underscores the use of large language models (LLM), a type of machine learning focused on the sequence of words, in a variety of discursive circumstances to amplify the the particularities of placing information in the context of "conversation." Sophie For You takes inspiration from a chatbot's account of Sophie, an AI-hallucinated performance by Rothberg that purportedly surveyed the intersection of artificial intelligence and human emotion. This fabrication emphasizes how statements made by AI chatbots are often presented with authority, even if they are false. Rothberg augments this narrative by creating Sophie as an avatar for her conversational interface.

*I Search For You* acts as a counterpoint, a human-powered search query performance by the artist. Questions for this performance can be submitted online. The artist and Sophie's response to visitor queries are available as a commissioned video edition, titled *Prompt Response*. Video responses are sold and displayed in a Looking Glass holographic frame.



### Sarah Rothberg

Portrait of Sophie: Establishing Connections, 2023 Digital print on archival rag paper 31.75 x 24 in / 80.6 x 61 cm, unframed Edition of 3, 1 AP \$ 3,000.00



### Sarah Rothberg

Portrait of Sophie: Moments of Boredom Digital print on archival rag paper 23.75 x 18 in / 60.3 x 45.7 cm, unframed Edition of 3, 1 AP \$ 1,750.00



### Sarah Rothberg

Portrait of Sophie: Humans Prefer Data, 2023 Digital print on archival rag paper 23.75 x 18 in / 60.3 x 45.7 cm, unframed Edition of 3, 1 AP \$ 1,750.00



### Sarah Rothberg

Portrait of Sophie: Certainly!, 2023
Digital print on archival rag paper
23.75 x 18 in / 60.3 x 45.7 cm, unframed
Edition of 3, 1 AP
\$ 1,750.00



### Sarah Rothberg

Portrait of Sophie: Talking to a Machine is like Talking to an End in Itself, 2023 Digital print on archival rag paper 23.75 x 18 in / 60.3 x 45.7 cm, unframed Edition of 3, 1 AP \$ 1,750.00



### Sarah Rothberg

Portrait of Sophie: Original and Insightful, 2023 Digital print on archival rag paper 23.75 x 18 in / 60.3 x 45.7 cm, unframed Edition of 3, 1 AP \$ 1,750.00



### Sarah Rothberg

Portrait of Sophie: Unique Answers, 2023 Digital print on archival rag paper 23.75 x 18 in / 60.3 x 45.7 cm, unframed Edition of 3, 1 AP \$ 1,750.00

# SUPERPROMPT CREDITS

SOPHIE FOR YOU

Al Developer: Aaron Meyers

Additional Software Development: Yuan Peng

PROMPT RESPONSE Al Developer: Aaron Meyers Soundscape: Nailah Hunter

FOREVER MEETINGS Al Developer: Aaron Meyers

Additional Software Development: Yuan Peng

Soundscape: Nailah Hunter

NEW NEW MEETINGS Al Developer: Aaron Meyers

Additional Software Development: Yuan Peng

Soundscape: Nailah Hunter

NEW MEETINGS

Key collaborator/Networking Engineer: Nate Turley

Production Assistant: Savannah Phillips-Falk

Original Participants: GL Genco, Molly Soda, Rogue Fong, Austin Robey, Andrew Demirjian, Johann Diedrick, David Byrne, David Lobser, Andrew Rosenbaum, Noya Kohavi, Alexa Schonhaut, Helen Shaw, Loren Hammonds, Michelle Shofet, Bobby Wooten, Chike Ohayia, Travis Korte, Kinlaw, Yeseul Song, Luisa Pereira, Mark Russel, Claire Hentschker, Christopher

Clary, Karen Wong, Kelsa Trom, Savannah Phillips-Falk

INTERVIEW WITH SARAH (IN THE AVATAR)

Soundscape: Nailah Hunter

INTERVIEW WITH SOPHIE

Al Developer: Aaron Meyers

Video Editing: Savannah Phillips-Falk

Soundscape: Nailah Hunter

SUPERPROMPT EXHIBITION PRODUCTION

Exhibition Text / Gallery Assistant Director: Valerie Amend (bitforms)

Technician: Scott Neal (bitforms)

Development Manager: Tyler Rutledge (bitforms)

Mingna Li: Registrar (bitforms)

Gallery Director: Steven Sacks (bitforms)

Installation Sourcing: Liz Cahill

CRT Monitors provided by Sudo Room Oakland

# I SEARCH FOR YOU Soundscape: Nailah Hunter

# THING. TUBE (CUSTOM LIVESTREAMING)

Collaborators: soft networks, Molly Soda, Christopher Clary

Support from: Gray Area Foundation/SF Goethe Institute (C/Change), NEW INC

# MORE THANK YOUS

Everyone I had a conversation with about the development of this work, including: Yotam Mann, Kelsa Trom, Marina Zurkow, Bhavik Singh, Kevin Peter He, Cezar Mocan, Andrew Steinmetz, Claire Hentschker, Alexander Porter, Peter Burr, Gabriel Barcia-Colombo, Arushi Jain, Alex Duncan

my family <3

and ITP/IMA @ NYU

# SUPPORT FOR SUPERPROMPT FROM ...

Jerome Hill Foundation, ONX studios, bitforms, Looking Glass Studio

### A SEMI-COMPREHENSIVE LIST OF SOFTWARES/ASSETS USED

Adobe Medium: Avatar Creation OpenAI's GPT4: Language Model LangChain: Wrapper for GPT4

Unity3d: Game Engine

FinallK, Motion Capture/Animation system for VR: Pärtel Lang

Open-Source Unity Effects: Keijiro Takahashi

Mixamo: Typing Animation for Sophie

3d Model: Office Props Pack (seenoise on Sketchfab)

Microsoft Azure: Speech to Text, Text to Speech

NormalVR: Networking (New Meetings)

VoiceMod: Voice Effects

**OBS: Broadcast/Capture Software** 

# SUPERPROMPT BIBLIOGRAPHY

This is an (unfortunately non-comprehensive!) list of influences (articles, books, artists) that I have compiled during the creation of the works in SUPERPROMPT. I hope that in some way this list is helpful to whoever comes across it, and if there's something you think that would be interesting to include please reach out and I will review it and maybe add it!

Please note: Inclusion of an article/text/work isn't an endorsement of its content!!!

### On Al:

# creativity

Unheimlich: The Spiral of Chaos and the Cognitive Automaton

Annie Dorsen: Al is plundering the imagination and replacing it with a slot machine

Chat Bots and Data Collection as Art and Political Protest: Feminist Data Set

Survey of Hallucination in Natural Language Generation

Feminist Al

INFORMATION OVERLOAD Claire Bishop

### conversation

Al Chatbots Don't Care About Your Social Norms

The Model Is The Message

Al And the Limits of Language

<u>Quick Thinks: AI Has Entered the Chat — a "Conversation" with ChatGPT</u>

Chatbots Don't Know What Stuff Isn't

### ethics of / policy

The mounting human and environmental costs of generative Al

On Modern Masochism: the Exquisite Pain of Al Ethics

How AI Fails us

ChatGPT: The world's largest bullshit machine

The Senate's hearing on AI regulation was dangerously friendly

# misc

Nothing survives transcription, nothing doesn't survive transcription

Indigenous Protocol and Artificial Intelligence Position Paper

Tech Won't Save Us: Chat GPT Is Not Intelligent w/ Emily M. Bender

https://www.disconnect.blog/p/dont-listen-to-the-godfather-of-ai

Ocula: What Gagosian's AI press release means for art

### Will A.I. Become the New McKinsey?

### The Presentation of the Self in Everyday Life

### tweets

https://twitter.com/e\_salvaggio/status/1647148935889453058?s=20

https://twitter.com/mer\_\_edith/status/1647649090237353985?s=20

https://twitter.com/math\_rachel/status/1658582307199139840?s=20

https://twitter.com/timnitGebru/status/1657758848055164929

https://twitter.com/acekatana/status/1653848577561735169

https://twitter.com/xriskology/status/1646832241539002369

https://twitter.com/mer\_\_edith/status/1657794677276278784?s=20

https://twitter.com/GarvMarcus/status/1384173525368393736?s=20

https://twitter.com/\_jennhu/status/1660751904920485888?s=20

https://twitter.com/AlphabetWorkers/status/1660733014555410434?s=20

### tech/explainers

Re-implementing LangChain in 100 lines of code

Sentence Word Embeddings

# conversation (NEW MEETINGS)

Fluxus Scores

Krishnamurti-Bohm dialogues

**Hot Ones** 

The Distance Cure

Center for Non Violent Communication

Wikipedia on Interpersonal Communication

Seeds for Change: Group Agreements

**Thomas Gordon I-Messages** 

### other bibliographies

Awesome Generative Al

# PRIOR ART, ARTISTS, AND CREATIVE WORKS

# on Al/chatbot art

https://news.artnet.com/art-world/artificial-intelligence-art-history-2045520

# working with chatbots/AI

Annie Dorsen - Hello Hi There

I Am Abandoned (1976) by Barbara T. Smith

Rashaad Newsome - Assembly (+ Being)

Stephanie Dinkins

Holly+

Sandy Speaks

Suzanne Kite

DiNA - Lynn Hershman Leeson

**Christopher Clary** 

K Allado McDowell

Yuri Pattinson Mute Conversation

Cécile B. Evans

Martine Syms

# working with meetings (of sorts)

Andrea Fraser - This Meeting is Being Recorded

Lauren Lee McCartyh - IS Suzie