



Marco Brambilla
Limit of Control

November 14 - January 16, 2025

bitforms gallery

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November 14, 2024–January 16, 2025

Opening Reception: Thursday, November 14, 6:30–8:30PM

In his first exhibition with bitforms gallery, *Limit of Control*, Marco Brambilla debuts a two-channel video installation examining America's media landscape, civil unrest, power, news coverage, and violence of our current day. Debuting at the gallery days after the US presidential election, real footage and AI-generated content wrestle in a layered, socio-political critique that narrates the American zeitgeist and explores individual consciousness.

This exhibition builds on his 2004 work titled *Sync* where Brambilla first used the technique of sampling frames from films. *Sync* involves three tightly edited sequences of film clips taken from fight scenes, sex scenes, and audience reactions from an archive of films. Running at up to 12 individual shots per second and projected on three suspended screens, the installation puts the viewer in a video crossfire, building violently to a state of sensory overload. The work reflects the rising threshold to graphic sex and brutality in contemporary popular culture and film.

Limit of Control approaches visual bombardment through a layered approach. The base layer of the film is created from hundreds of films and documentaries selected by the artist, with scenes of civil unrest sourced from Hollywood films using AI. With this dataset, an artificial intelligence model is trained and guided by voice prompting. The moments between each frame are expertly woven between real documentation, photorealistic AI imagery, and the abstracted artifacts in between. Brambilla welcomes these automation tools to emphasize artificial intelligence's encounters with the moving image. The work transfigures between pure abstraction and photorealism, showing different interpretations of the public and state-operated agencies. Throughout all interpretations, Brambilla remarks that news broadcasting and public media endure to be more shocking than anything imagined by new technology. The installation is accompanied by a soundtrack that samples music cues and sound effects from recordings of actual protests, processed through AI software to create a final sound collage composition.

Alongside this work, Brambilla presents *Limits of Control (prompted)*, which was generated using AI to "re-interpret" the narrative of the two-channel sampled work. Using this technique, the imagery is further removed from reality, presenting viewers with a wholly surreal interpretation of the sometimes graphic and violent imagery contained in the original work. Paradoxically, the use of AI and text prompts communicates the depicted events in a "celebratory" way, where violence, gunshots, and human suffering are transformed into spectacle like a "dance of death." This more lyrical interpretation has a completely different psychological impact than the source material.

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Marco Brambilla

b. 1960, Milan, Italy

Lives and works in Paris, France

Marco Brambilla is a foremost pioneer of using digital imaging technologies in moving image art and installation. His practice re-contextualizes popular and found imagery into elaborate visual spectacles. *Approximations of Utopia* (2024-), was the first AI-generated artwork to be presented as part of the Midnight Moment arts series on 95 screens in Times Square. *King Size* (2023) was presented as a 16K on 16K video collage for the inaugural opening of Sphere in Las Vegas.

In 2019, Brambilla worked with Creative Time and Art Production Fund in New York to exhibit *Nude Descending Staircase No.3* (2019), a public installation presented at the Oculus world trade center during Frieze New York . Other notable collaborations include *7 Deaths of Maria Callas* (2020), an opera by Marina Abramović at the Opéra National de Paris, France, *Pélleas et Mélisande* (2020), at Opera Vlaanderen in Antwerp, Belgium and the Power music video for Kanye West (2010).

Brambilla's work is held in the collections of the Museum of Modern Art (New York), Guggenheim Museum (New York); San Francisco Museum of Modern Art; ARCO Foundation (Madrid); and the Corcoran Gallery of Art (Washington D.C). Notable shows include New Museum (New York); Santa Monica Museum of Art; Seoul Biennial, Korea; Broad Art Museum (Los Angeles) ; and Borusan Contemporary (Istanbul), Le Centquatre (Paris), France and Kunsthalle Bern, Switzerland. His work has also been featured at the Venice Film Festival, Sundance Film Festivals, and the Fondation Beyeler in Basel, Switzerland.

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Marco Brambilla

Limit of Control, 2024

Two-channel video (sound, color)

Dimensions variable, landscape

3 min, loop

Edition of 3, 1 AP

\$75,000.00, screen
additional



Marco Brambilla

Limits of Control (prompted), 2024

Video (color, sound)

Dimensions variable, landscape orientation

1 min 30 sec, loop

Edition of 3, 1 AP

\$35,000.00, screen
additional

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Marco Brambilla

Limit of Control, 2024

Two-channel video (sound, color)

Dimensions variable, landscape

3 min, loop

Edition of 3, 1 AP

\$75,000.00, screen additional

Description

Video Documentation: <https://vimeo.com/1027430612>

Marco Brambilla's *Limit of Control* is a two-channel video installation blending avant-garde aesthetics with socio-political critique. The work unveils the intense heart of America's media landscape, offering a portrayal of society, power, and individual consciousness through a layered, impressionistic narrative that captures the contemporary American zeitgeist.

Echoing Brambilla's early *Sync* series from 2004, *Limit of Control* uses his signature rapid-fire editing, now enhanced with AI-driven abstraction. The piece weaves together dynamic images sampled from Hollywood's theatrical depictions, commenting on how the spectacle of film has, in some ways, been overshadowed by the constant spectacle of the 24-hour news cycle, blurring lines between fact and fiction, news and entertainment. The title reflects the growing presence of AI in daily life, raising questions about our future and offering a compelling reflection on collective anger, fear, and a paradoxical sense of hope.

In *Limit of Control*, beauty emerges not from resolution but reflection. The work transcends simple documentation of rage, reaching instead for a language of empathy and solidarity. It is an anthem of our time—a visual crescendo that mourns while it rallies, grieving as it calls for change, capturing the fury and frustration of the age while revealing, amid the darkness, seeds of a brighter, more just future.

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Marco Brambilla

Limits of Control (prompted), 2024

Video (color, sound)

Dimensions variable, landscape orientation

1 min 30 sec, loop

Edition of 3, 1 AP

\$35,000.00, screen additional

Description

Video Documentation: <https://vimeo.com/1029021103>

Limits of Control (prompted) was generated using AI to “re-interpret” the narrative of the 2-channel sampled work. Using this technique, the imagery is further mitigated from reality and presents us with a wholly surreal interpretation of the sometimes graphic and violent imagery contained in the original work. Paradoxically, the use of AI and text prompts communicates the events depicted in a “celebratory” way. Where violence, gunshots and human suffering is made into spectacle like a “dance of death.” The more lyrical interpretation has a completely different psychological impact than the source material.

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Marco Brambilla
Limit of Control
Installation view
bitforms gallery, new york
January 14, 2024 - January 11, 2025

bitforms gallery



Marco Brambilla

Limit of Control

Installation view

bitforms gallery, new york

January 14, 2024 - January 11, 2025