

## **Jeroen van der Most at ISE 2024**



Dutch digital artist, Jeroen van der Most, has been confirmed as a keynote speaker for day 2 of ISE 2024 (30 January – 2 February 2024). Known for his innovative approach to art, Jeroen has been at the forefront of integrating data, algorithms, and artificial intelligence into his creative endeavours since 2010. Jeroen has had art projects commissioned for organisations including Amnesty International, NVIDIA, NH hotels, Sogeti, and Nike - Footlocker.

His work not only explores the vast creative possibilities of new technologies, but

also fundamentally challenges and redefines our understanding of technology itself. Jeroen's art has been exhibited at locations as diverse as ZKM Karlsruhe, CES Las Vegas, Dutch Design Week, Museum De Lakenhal, Centre des Arts Enghien les Bains, Amsterdam KunstRai, and AAF Hong Kong.

At ISE 2024 Jeroen will present his Keynote on Wednesday 31 January at 17.15 in the ISE Show Floor Theatre in Hall 4. His keynote promises to be one of the many highlights of this special 20th anniversary edition, providing attendees with insights into the evolving relationship between art and technology. Jeroen captivates audiences with electrifying talks that blend cutting-edge art technologies – from AI to quantum computing and NFTs – into visual journeys. As well as challenging conventional boundaries, he also inspires new ways of thinking about the role of creativity in an increasingly interconnected world.

"We are delighted to welcome Jeroen van der Most as a Keynote Speaker," said Mike Blackman, Managing Director of Integrated Systems Events. "His appearance at ISE 2024 will be a first-time combination of having a gifted creative artist discussing his work and, at the same time, creating interactive art at the show. Jeroen epitomises ISE's vision to bring together innovative people with exciting technology and ensures that ISE 2024 is Your Destination for Innovation."

Jeroen will mesmerise audiences at ISE 2024 with a live performance broadcast on the newly unveiled South Access Screen; an impressive 193m2 invisible LED display at the entrance to the Fira de Barcelona Gran Via venue. In this visually stimulating exhibition, titled 'Bee Barcelona', Jeroen will construct an AI-based replica of his creative mind, taking the audience on an immersive journey through his thoughts. A distinctive aspect of the performance involves merging his AI mind with that of a bee, aiming to redesign and transform the city of Barcelona into a symbolic hive. Jeroen commented, "The key motivation for me to work on the bee mind mix is again to step away from 'ordinary' supercharged AI for mere productivity and profit, but to design an AI that's about being closer to nature, more modesty, and more surprising in finding design ideas."

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