

Press release

in situ

Refik Anadol



March 7 – October 19, 2025

Exhibition Partner:



Technology Partner:





1OF1 is a steward of iconic 21st century contemporary art. We collaborate with forward thinking artists and institutions by collecting, contextualizing and supporting art of the digital age.

At 1OF1, we're not just in the midst of a new age of artistic expression; we're championing its rise. Founded on the belief that the digital means are carving out unprecedented avenues for artistic expression, we've dedicated ourselves to identifying and preserving the defining 21st-century artworks that stand as beacons of this new era. We empower our artists actively with tailor made collaborative projects, while tackling challenges that are native to digital-first collecting.

Ryan Zurrer

Founder

1OF1

As part of its vision for the future and its commitment to technology, Euskaltel also wants to support the most cutting-edge art, the kind that promotes new ideas about relevant issues in today's world. We are therefore proud to participate, in our capacity as Technology Partner, in the first presentation of the new series of exhibitions recently launched by the Guggenheim Museum Bilbao, specifically, in the materialization of Refik Anadol's *Living Architecture*, inspired by the work of architect Frank Gehry, which offers audiences an unprecedented fusion of art, architecture, and artificial intelligence in an extraordinary immersive and sensory experience.

As Anadol's work clearly illustrates, art is one of the multiple utilities that artificial intelligence has to offer humanity. The U.S.-based Turkish artist is a pioneer in the application of AI to creative production, as well as in exploring the implications of its use for the present and future of our society. Anadol reflects on the possibilities and challenges of this technology, asking what it means to be human in the age of machine intelligence. At Refik Anadol Studio, designers, architects, scientists, and researchers from numerous fields come together to carry out ambitious interdisciplinary projects in which data is the raw material used to produce "artificial hallucinations," constantly mutating images that reinterpret information to create evocative abstract configurations.

For Euskaltel, it is a pleasure to be involved with this new project that will occupy one of the Museum's most iconic spaces, where technology at the service of art opens the door to a fascinating world of possibilities.

Jon Ander de las Fuentes Inchausti
President
Euskaltel



in situ: Refik Anadol

- **Dates: March 7 to October 19, 2025**
 - **Curator: Lekha Hileman Waitoller**
 - **Exhibition Partner: IOFI**
 - **Technology Partner: Euskaltel**
 - **With the collaboration of: Google Cloud**
-
- Titled *Living Architecture: Gehry*, this installation reimagines open-access imagery and archival material of Frank Gehry's architectural projects into dynamic visual narratives, reinterpreting Gehry's designs through AI-generated forms.
 - In this immersive work by Refik Anadol the AI synthesizes the processed data into continuously evolving visuals, creating artworks that are never static and remain in perpetual transformation.
 - The installation will be accompanied by a custom soundscape which integrates recordings of materials sourced from within the Museum, further enhancing the sensory immersion of the experience.
 - By focusing on experiential, atmospheric, and thought-provoking art, the Guggenheim Museum Bilbao's *in situ* new series seeks to broaden the understanding of contemporary practice, embracing the intersection of technology, science, music, performance, and the visual arts.

The Guggenheim Museum Bilbao proudly presents *in situ: Refik Anadol*, an innovative exhibition powered by Artificial Intelligence and inspired by the Museum's iconic architecture. The exhibition is supported by IOFI as Exhibition Partner, Euskaltel as Technology Partner, and with the collaboration of Google Cloud. This exhibition marks the debut of a new series titled *in situ*, which features ambitious projects by contemporary artists working primarily in sculpture, site-specific installation, and multimedia. As the series title suggests, *in situ* highlights artworks created specifically for the spaces where they are presented—engaging with and complementing the Museum's architectural features.

By focusing on experiential, atmospheric, and thought-provoking art, the series seeks to broaden the understanding of contemporary practice, embracing the intersection of technology, science, music, performance, and the visual arts.

The inaugural *in situ* exhibition will showcase an immersive, architectural, and multisensory work by Refik Anadol (b. 1985, Istanbul, Turkey), an internationally acclaimed media artist and pioneer in the aesthetics of machine intelligence. Based in Los Angeles, Anadol leads Refik Anadol Studio (RAS), a practice at the forefront of algorithmic art and data-driven narratives. His work examines the challenges and possibilities of ubiquitous computing, exploring what it means to be human in an era of machine intelligence.

Exhibition Partner:

Technology Partner:





Anadol's practice uses data as a primary material, employing neural networks to generate striking visualizations of digitized memories. By uniting architecture, AI, and art, he pushes the boundaries of interdisciplinary creativity, inviting audiences to rethink their relationships with the physical world, public environments, and the evolving possibilities of decentralized technologies. His AI-generated sculptures, live performances, and installations redefine the role of machine intelligence in contemporary art, sparking both contemplation and wonder.

Titled *Living Architecture: Gehry*, Anadol's installation reimagines open-access imagery and archival material of Frank Gehry's architectural projects into dynamic visual narratives, reinterpreting Gehry's designs through AI-generated forms. This installation debuts the Large Architecture Model (LAM), an innovative AI model developed by Refik Anadol Studio. As a milestone in RAS's longer research project, *Living Architecture: Gehry* uses Gehry's archive as the first dataset to explore how architectural spaces, materials, and data can merge into transformative new art forms. This project builds on Anadol's earlier work, *WDCH Dreams*, which asked of another Gehry-designed building: *Can buildings learn and dream?*

The installation will be accompanied by a custom soundscape composed by Anadol's longtime collaborator, Kerim Karaoglu. The audio integrates recordings of materials sourced from within the Guggenheim Bilbao, further enhancing the sensory immersion of the experience.

Living Architecture: Gehry is a testament to the ethical and creative use of machine intelligence in contemporary art, highlighting Anadol's dedication to balancing technological innovation with artistic integrity. His work invites visitors to reflect on the interplay of memory, creativity, and architecture, presenting AI not as a tool of replication but as a medium of imagination.

Through *in situ: Refik Anadol*, the Guggenheim Museum Bilbao invites visitors to immerse themselves in the dynamic intersection of art, architecture, and AI, redefining the boundaries of contemporary creativity and celebrating the possibilities of a world where machine intelligence amplifies human expression.

DIDAKTIKA

The Museum designs educational spaces, digital content, and special activities to complement each exhibition as part of its Didaktika project, providing tools and resources to enhance the audience's appreciation of the works on display.

Located in the Museum's gallery 204, the educational space of the exhibition offers information about Refik Anadol's work processes with artificial intelligence and presents a number of introductory AI-related terms applied to art.

Opening Talk with Refik Anadol (March 6)

As a result of his in-depth research into the most innovative technology over the past ten years, Refik Anadol's AI-generated works make him an international benchmark. In this conversation, the artist will discuss with exhibition curator Lekha Hileman Waitoller how, beyond technology, the audience's response and emotions of the immersive experience is one of his main objectives.

Exhibition Partner:

Technology Partner:



euskaltel



BIOGRAPHY

Refik Anadol (b. 1985, Istanbul, Turkey) is an internationally renowned media artist, director, and pioneer in the aesthetics of data and machine intelligence. He is the Director and co-founder of Refik Anadol Studio in Los Angeles and teaches at UCLA's Department of Design Media Arts. Anadol's work locates creativity at the intersection of humans and machines. Taking the data that surrounds us as primary material, and the neural network of a computerized mind as a collaborator, Anadol offers us radical visualizations of our digitized memories and expands the possibilities of interdisciplinary arts. Anadol's site-specific data paintings and sculptures, live audio/visual performances, and immersive installations take many forms, while encouraging us to rethink our engagement with the physical world, public art, decentralized networks, and the creative potential of artificial intelligence.

Anadol's work has been exhibited at venues including MoMA, Centre Pompidou-Metz, Serpentine Galleries, National Gallery of Victoria, Venice Architecture Biennale, Hammer Museum, Arken Museum, Casa Batlló, Dongdaemun Design Plaza, Daejeon Museum of Art, and Istanbul Modern. Anadol has received a number of awards and prizes including UCLA's 2024 Edward A. Dickinson Alumnus of the Year Award, the Lorenzo il Magnifico Lifetime Achievement Award for New Media Art, Microsoft Research's Best Vision Award, iF Gold Award, D&AD Pencil Award, German Design Award, UCLA Art+Architecture Moss Award, Columbia University's Breakthrough in Storytelling Award, University of California Institute for Research in the Arts Award, SEGD Global Design Award, LOOP Design Award and Google's Artists and Machine Intelligence Artist Residency Award.

Website | refikanadolstudio.com

Instagram | [instagram.com/refikanadol](https://www.instagram.com/refikanadol)

Twitter | twitter.com/refikanadol

Vimeo | vimeo.com/refo

YouTube | youtube.com/user/refikanadol

Linked In | linkedin.com/in/refikanadol/

NFT | nft.refikanadol.com

COVER IMAGE

Refik Anadol Studio

Installation view of *Living Architecture: Gehry* at the Guggenheim Museum Bilbao

© Refik Anadol, Bilbao 2025

For more information:

Guggenheim Museum Bilbao

Marketing and Communications department

Tel: +34 944 359 008

media@guggenheim-bilbao.eus

www.guggenheim-bilbao.eus

Exhibition Partner:

Technology Partner:





IMAGES FOR THE USE OF THE PRESS

In situ: Refik Anadol

Guggenheim Museum Bilbao

Online press image service

In the press section of the Museum's website (prensa.guggenheim-bilbao.eus), registered users can download high-resolution images and videos of both the exhibitions and the building. If you have not yet opened an account, you can register and download the required material.

If you are already a user, introduce your username and password and access the image downloading facility directly.

- The images provided must be used only for editorial publicity related to the exhibition *in situ: Refik Anadol* open to the public from March 7 to October 19, 2025.
- They must be reproduced in their entirety, with no cropping, superimposition or manipulation. The reproductions must be accompanied by the name of the artist, the title and date of the work, its proprietor, the copyright holder, and the photographic credit.
- Images published online must be protected by appropriate electronic security measures.
- Any image may have a maximum resolution of 1000 pixels on the longest side. In online publication, the file must be embedded and non-downloadable.
- The images may not be transferred to a third party or a database.
- The use of images for covers may incur a charge and will require prior authorization from the owner and copyright holder of the work.

For further information, the Press Department of the Guggenheim Museum Bilbao can be contacted by phone (+34 944 359 008) or email (media@guggenheim-bilbao.eus).

Refik Anadol
Photo: Efsun Erkilic



Exhibition Partner:



Technology Partner:





Refik Anadol Studio

Installation view of *Living Architecture: Gehry at the*
Guggenheim Museum Bilbao

© Refik Anadol, Bilbao 2025



Refik Anadol Studio

Installation view of *Living Architecture: Gehry at the*
Guggenheim Museum Bilbao

© Refik Anadol, Bilbao 2025



Refik Anadol Studio

Installation view of *Living Architecture: Gehry at the*
Guggenheim Museum Bilbao

© Refik Anadol, Bilbao 2025



Refik Anadol Studio

Installation view of *Living Architecture: Gehry at the*
Guggenheim Museum Bilbao

© Refik Anadol, Bilbao 2025



Refik Anadol Studio

Installation view of *Living Architecture: Gehry at the*
Guggenheim Museum Bilbao

© Refik Anadol, Bilbao 2025



Exhibition Partner:



Technology Partner:

