

# WARREN NEIDICH - Art as a tool of COGNITIVE ACTIVISM

This summer, two of **WARREN NEIDICH'S** most important neon installations to date, **THE PIZZAGATE NEON** (2017-2021) and **THE PARTHENON MARBLES RECODED: THE PHANTOM AS OTHER** (2021), will be on view in Munich and Berlin.



**WARREN NEIDICH'S** artistic work exists at the frontier of art and science. He suggests that we are moving from an information and knowledge-based economy to one that is neural-based. He creates complex text-based neon installations that examine the effects of neoliberal policies and the associated use of technology on our brains and minds. He asks: Are fake news and Google bubbles the new tools of governmental and corporate control which operate both in the political and social field as well as upon our brain's neural plasticity? How can art use aesthetic methods as a means to create new possibilities to counter these regimes of power?

From **July 30 until September 14**, **THE PIZZAGATE NEON** (2017–2021) will be on view at **Haus der Kunst in Munich** as part of the exhibition **THE WORLD: REGLITTERIZED. PARADISE IS EXACTLY LIKE WHERE YOU ARE RIGHT NOW... ONLY MUCH BETTER**. Previously exhibited at the Venice Biennale 2019 and Priska Pasquer Gallery in Cologne, **THE PIZZAGATE NEON** is a critique of our data-driven society which has led to a post-truth era characterized by a deluge of fictive mediated stories dubbed ‘fake news.’

Copyright: Warren Neidich. *The Parthenon Marbles Recoded: The Phantom as Other* (2021). Installation view (detail), Kunstverein am Rosa-Luxemburg-Platz, Berlin. Photo: Ludger Paffrath. Courtesy of Priska Pasquer Gallery, Cologne

One of these stories concerns the de-bunked conspiracy theory 'Pizzagate' circulating at the end of the 2016 Clinton-Trump United States presidential election which alleged that Hillary Clinton and other members of her Democratic election committee were running an human trafficking and child sex ring in the basement of the Comet Ping Pong pizzeria in Washington, D.C.. The suspended multicolored text-based neon sculpture is shaped in the form of a network through which everything is connected resembling both the iCloud (where data is stored online) and the connectome (a comprehensive map of our neural connections). This non-hierarchical network where everything is related creates the conditions in which delusional thought can flourish.



Until September 30, **THE PARTHENON MARBLES RECODED: THE PHANTOM AS OTHER** (2021) can be viewed at the [Kunstverein Rosa-Luxemburg Platz in Berlin](#) as part of [Activist Neuroaesthetics](#), a yearlong festival of events celebrating the 25 year anniversary of [artbrain.org](#) ([Journal of Neuroaesthetics](#) and [Chaoid Gallery](#)).

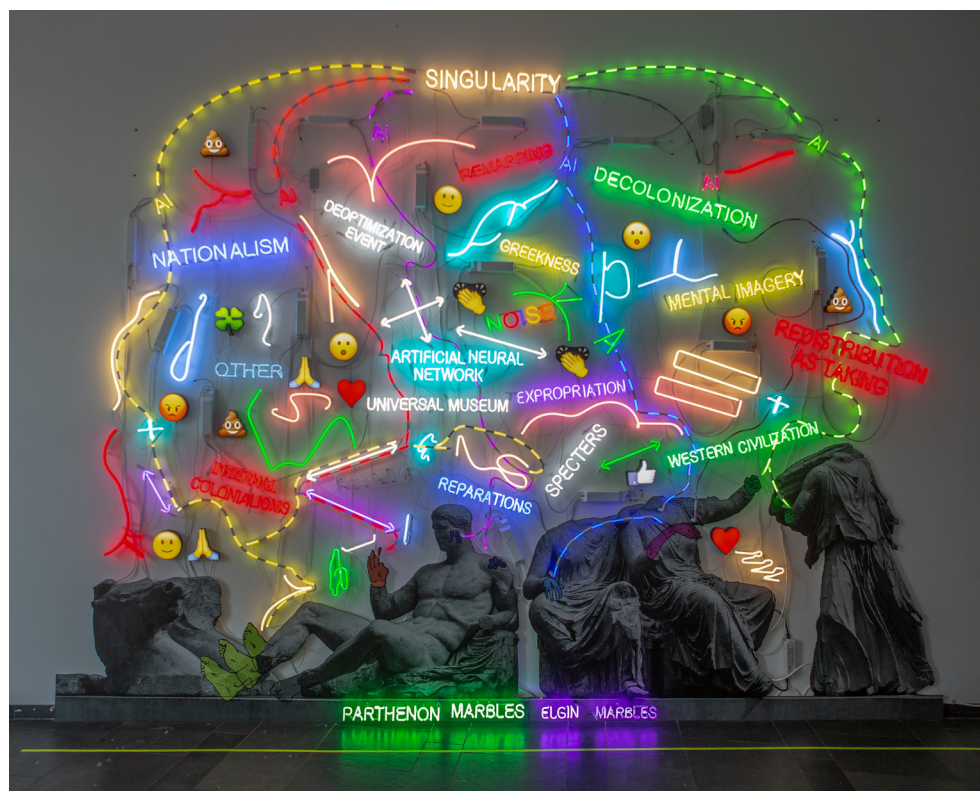
**THE PARTHENON MARBLES RECODED** is an example of the neuroaesthetic work which Warren Neidich has been developing since the mid-90s. In **THE PARTHENON MARBLES RECODED**, psychic energy emanating from the phantom limbs of broken arms and legs of this classic greek sculpture form a connection with an artificial intelligence that helps inform digital governance of the future. The phantom limb, a cognitive neuroscience concept which refers to the syndrome of feeling sensations in a limb that has been removed, is used here as a metaphor for the Other and the sculpture proposes a new way forward. As so much of our future will be integrated with machine learning, Neidich's work explores its complicated relationship with big data and the brain. He is interested in what he calls a 'radical posthumanism' in which the notion of humanism is expanded and activated to include a more diverse range of genders, ethnicities, cultures, and religious denominations.

Recent press:  
**GALAXY BRAIN**  
by Erik Morse on  
[ARTFORUM](#)

Both artworks vividly and playfully demonstrate the entanglements of politics, consumption and the transformation of values. Neidich's intention is not to make another dystopian model of the future, but instead to create new models full of hope. He sees art as a way to activate our awareness towards possible alternatives to the predominance of standardized and statistically derived schema. In his conceptual art, neon lights and attention grabbing colors help to engage the spectator in an alternative marketplace of philosophically-based ideas.



**WARREN NEIDICH** is based in Berlin and New York. He has a multidisciplinary background in fine art, neuroscience, medicine and architecture. In 1997, he co-founded [artbrain.org](http://artbrain.org) and Journal of Neuro-aesthetics with Nathalie Anglés, director of Residency Unlimited, New York City. Neidich is founder and director of Saas-Fee Summer Institute of Art, as well as having served as a visiting tutor at Goldsmiths College in London and a Professor at the Weissenhof Kunsthochschule, Berlin. He has been visiting lecturer at such institutions as Harvard University, Brown University, Princeton University, Columbia University, University of Oxford, Cambridge University, and Sorbonne, Paris. Neidich has exhibited internationally including MoMA PS1, Whitney Museum of American Art, Museum Ludwig, Cologne, ZKM Karlsruhe and KW Institute for Contemporary Art, Berlin.



#### UPCOMING EVENTS AND EXHIBITIONS INCLUDE

##### PUBLIC LECTURE (online)

08.07 – 11.08.2021

**The Brain Without Organs:  
Ayahuasca and Regression**

Thursday – July 8th @ 19:30 CEST/  
Berlin free with registration at:  
[https://activistneuroaesthetics.art/  
conference](https://activistneuroaesthetics.art/conference) as part of **Activist  
Neuroaesthetics Conference**  
hosted by Kunstverein am  
Rosa-Luxemburg-Platz, Berlin  
in partnership with Saas-Fee  
Summer Institute of Art

##### GROUP EXHIBITION

30.07.2021 – 14.09.2021

**The Pizzagate Neon** (2017–2021)  
as part of **The World: Reglitterized.  
Paradise is exactly like where you  
are right now... only much better**  
(5th Biennial in the West Wing of

the Haus der Kunst, Munich)  
Artists' Association at the  
Haus der Kunst München e. V.  
curator: Alexander Timtschenko/  
co-curator: Susanne Prinz

##### FESTIVAL

09.09.2021 – 12.09.2021

**Pizzagate: From Rumor  
to Delusion** (2019) Video, 19:19  
as part of **GOGBOT 2021 –  
INFOCALYPSE NOW,  
time to recalibrate reality**  
Rijksmuseum Twenthe/  
Planetart, Enschede, NL

##### GROUP EXHIBITION

12.03.2022 – 10.07.2022

**The Pizzagate Neon** (2017–2021)  
and **Where There** (2019)  
as part of **Macht! Licht!**  
Kunstmuseum Wolfsburg  
curated by Andreas Beitin and  
Holger Broeker

Copyright: Warren Neidich. *The Parthenon  
Marbles Recoded: The Phantom as Other* (2021).  
Installation view, Kunstverein am Rosa-Luxemburg-  
Platz, Berlin. Photo: Ludger Paffrath.  
Courtesy of Priska Pasquer Gallery, Cologne