

**ART DUBAI**  
1-3.3.2024

IN PARTNERSHIP WITH  
 **A. R. M.**  
**HOLDING**



## **ART DUBAI DIGITAL 2024: Expansion / Diffusion**

Almost 100 years ago, the American astronomer Edwin Hubble, working at the Carnegie Observatories in Pasadena, California, measured the redshifts of a number of distant galaxies and discovered that the universe was in expansion.

In the same spirit of research and exploration, we have measured the temperature of artistic practices around the world, spanning geographies, time zones and formats. As a result, Art Dubai Digital 2024 will present an expanded vision of what it is, may be, and will be the field of contemporary art in the years to come.

Our effort has not been undertaken through a telescope as Hubble did, but via what we call the field of art and advanced technologies (AxAT): technical innovation through the lens of contemporary art, and vice-versa. After a relentless investigation of what artists, creatives, technologists and producers of culture are up to now, Art Dubai Digital 2024 will present and, to some extent, predict new themes, trends, names and formats in the new ecosystems shaped by art, communication and technology.

On show will be a diverse range of media including digital video, augmented reality (AR), virtual reality (VR), extended reality (XR), artificial intelligence (AI), generative art, robotic art, and immersive art experiences. Art Dubai Digital 2024 embraces the “phygital” approach of current practitioners: not only digital artworks but those that blend digital and physical, virtual and analogue, screen-based and spatial.

Art Dubai Digital 2024 is a celebration of human creativity, an ode to our unending pursuit of knowledge, and a testament to the boundless potential of the human spirit. As we like to say: “We expand art and we expand ourselves.”

*Alfredo Cramerotti and Auronda Scalera, curators of Art Dubai Digital 2024*

**1 Of 1**, Zug

**37X**, Dubai

**Art In Space**, Dubai

**bitforms**, New York

**Cinello**, Florence

**Erma Gallery**, Dubai

**espace**, Dubai

**GAZELL.iO**, London / Baku

**Leila Heller Gallery**, Dubai / New York

**Hilton Contemporary**, Chicago

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**Hofa Gallery**, London / Los Angeles / Mykonos  
**Holy Club Digital Art Gallery**, Monza e Brianza  
**Immaterika**, Milan  
**Koshta.Collective**, Metaverse  
**LOOTY**, Dubai  
**MakersPlace**, San Francisco  
**MORROW Collective**, Dubai  
**MORROW Collective x Nifty Gateway**, Dubai / New York  
**Nineteensixtyeight**, London  
**Gallery Now**, Seoul  
**Sanji Gallery**, Seoul  
**Tabari Artspace**, Dubai  
**TAEX**, London  
**TON Diamonds**, Lisbon  
**Unit London**, London