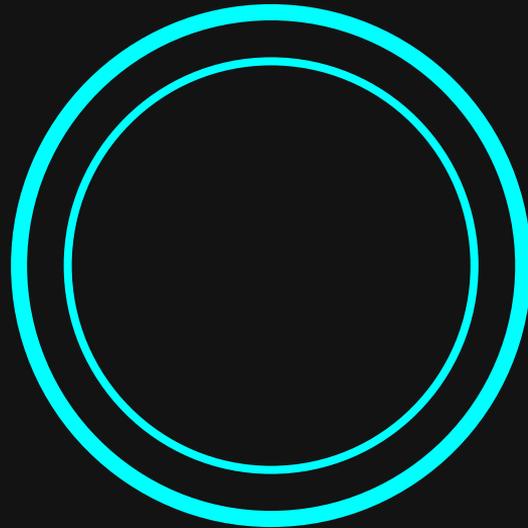


Media Lab  
The Deck

**PROJECT:**  
**AVVA**

By Ryan Bechara



# ARTIST STATEMENT

This piece is, at its core, an exploration of celebrity culture and the molding of living, breathing individuals into marketing objects for audiences to consume. It attempts to challenge our perception of fame by exposing the extent to which the very identities of our favorite celebrities are constructed while simultaneously questioning the unceasing and, in many ways, voyeuristic gaze of the public. These ideas will be conveyed through a fictional, digital AI celebrity named AVVA. By contrasting her obvious artificiality with the personas of celebrities we perceive as real, I hope to emphasize the actual fakeness of this phenomenon and thereby encourage audiences to think more critically when absorbing and interacting with such forms of media.

The project itself will ultimately take the shape of a mock interactive website accompanied by a Twitter account for AVVA. The website will put forward the official side of the artist while Twitter will serve as a more “intimate” and “unfiltered” version of her - while still being obviously apart of this constructed identity. AVVA’s aesthetics will rely heavily upon futuristic, robotic, and cyberpunk imagery as to foster a sense of otherworldliness and unfamiliarity and therefore generate a certain sense of awe within the audience.

## Logline

An interactive website as well as a Twitter account belonging to a fictional AI singer named AVVA show how celebrity culture turns regular people into marketable personas.

## Synopsis

PROJECT: AVVA tells the story of a AI created for the sole purpose of being a celebrity. Her very existence mirrors the way celebrities in our world are shaped by all powerful corporations and agencies. AVVA is a Hip Hop artist and has a great interest for fashion - often working with prominent designers - and embraces the futuristic aesthetic. As a *person*, she cares and advocates heavily for AI rights and equal treatment.

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# PROJECT SUMMARY

AVN



As we have established, my project will explore the theme of celebrity culture. More specifically, I will attempt to critically engage with and observe the transformative process which the famous go through to pass from being regular, everyday people, to marketable and very specific personas. Being a singer, AVVA will mostly embody the personification process particular to the music industry. It will reference concepts of genre, style, brand and artist collaborations, xx, and much more.

My project ties itself perfectly to the general theme of artificial intelligence as the very obvious artificial aspect of AVVA is, in many ways, a mirroring of the often invisible real-world process of marketing an individual. Although this construction is very noticeable to most of us, we are so caught up and immersed within the world of fame that we often fail to make those same connections with real life celebrities. By connecting my main idea with the theme of AI, I thereby aim to strengthen the already existing parallel between both scenarios and hopefully spark critical thoughts regarding the situation.

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# THEMES

It is important to me that the world in which AVVA exist be, in many ways, similar to our own. This is because by creating a certain sense of familiarity, I avoid alienating the audience to a point where they would dismiss the work as pure fiction and instead encourage that they seek and form links of their own.

This being said, there are still a few major differences between AVVA's universe and the one we exist in.

For starters, it is a world in which AI has attained a seemingly human-like level of consciousness and has become normalized from a manufacturing and technical point of view. However, there is still a lot of cultural pushback against the idea of Artificial Intelligence navigating the world as born humans would. This protest

To strengthen the parallels between this fictional world and our own i will induce it with familiar imagery, mostly through iconic and immortal brands and locations.

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# THE UNIVERSE



AV  
VA

NYC.usa x 06\_06  
LA.usa x 09\_06  
LON.uk x 12\_06  
PAR.fr x 15\_06  
ML.itl x 19\_06  
SEL.kor x 25\_06  
TYO.jp x 30\_06

*xGENESISx tour*  
**2048**



AV  
VA

NYC.usa x 06\_06  
LA.usa x 09\_06  
LON.uk x 12\_06  
PAR.fr x 15\_06  
ML.itl x 19\_06  
SEL.kor x 25\_06  
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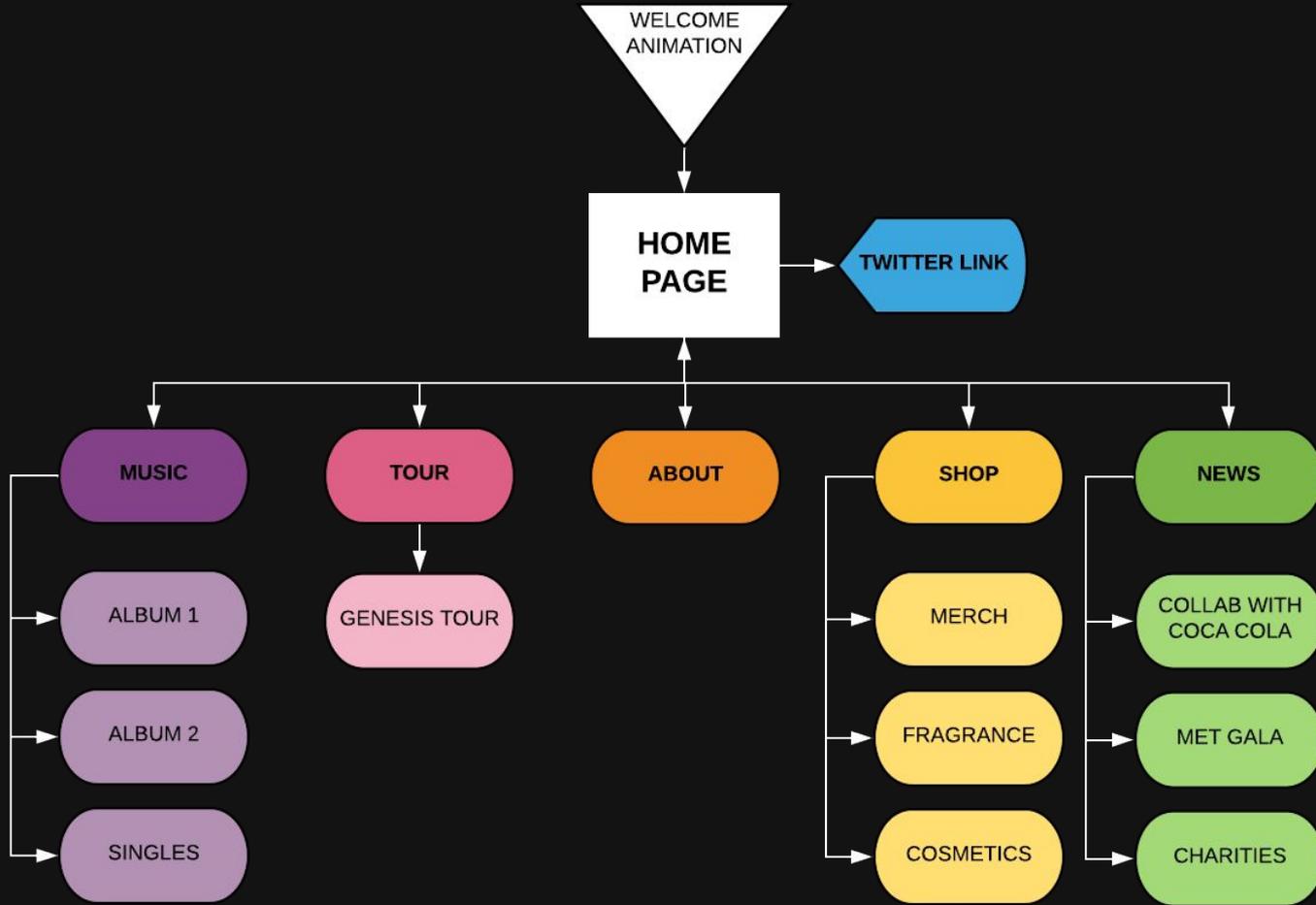
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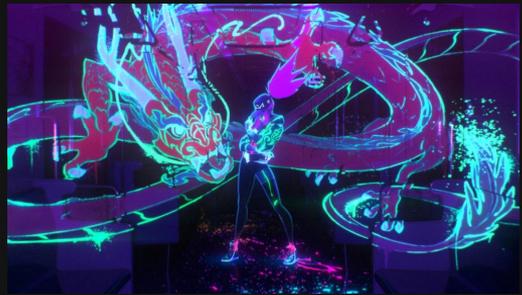


AV  
VA

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TYO.jp x 30\_06

*xGENESISx tour*  
**2048**





## HARDWARE

-Ipad Pro & Apple Pencil

## WEBSITES

-Wix

-Canva

-Twitter

## SOFTWARE

-Procreate

-Adobe: Photoshop

-Adobe: After Effects

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# MEDIA



THANK YOU

