



In The Clouds by Arvida Byström

In the solo exhibition *In The Clouds*, Arvida Byström (b. 1991, Stockholm, Sweden) engages with themes such as gender, sexuality, artificial intelligence, technology, beauty ideals, and social dynamics.

In The Cloud was a project in 2024 in which Arvida sold nude photos of herself via an online platform. The photos were created by her, but the clothing was removed using an AI-based “nudy-fying” website platform usually employed to artificially undress unknowing women, and the digital chat counterpart with whom users communicated on the platform was not the artist herself, but an AI-based language model trained on interviews with her. After the project ended and the working method was disclosed, it sparked controversy - some saw it as deception, others as a sophisticated artistic strategy.

This exhibition, *In the Clouds*, presents content from the project displaying images that represent the “glitchy residue” of the undressing process, featuring AI-generated bodies that do not fully make sense and evokes the tension between empowerment and degradation culturally embedded in nude imagery.

The content is also presented as a hologram projection in *Biblically Accurate Babe*, where the biblical allusion to Genesis - where the first humans were assembled more like robots than the way humans are born - becomes apparent. Similarly, depictions of angels in the Bible, often described as grotesque and terrifying beings, resemble AI-generated body images that, through the combination of multiple templates, often appear as modern Frankenstein-like figures. The hologram also shows the transition from dressed to undressed, as seen when an image is processed through one of these “nudy-fying” platforms.

The installation is expanded with a sound work in which quotes from the film *Her*, chat sequences between Arvida’s AI version and the buyers of the nude images, and texts exploring the connection between AI and religion can be heard. The work is complemented by contributions from hyperpop singer Hannah Diamond, artist and researcher Alex Quicho, artist Odette, and researcher Anitra Lourie. Walter Berge has produced the soundtrack for the installation. The text can be read on the postcards by the hologram.