MGXS

MEM
Machine-Embedded Moments

A radical new artwork from **MGXS** at **Non Fungible Conference, 7-9 June 2023, Lisbon.**

Previews of MEM, the new series by MGXS

> *"I'm now much closer to the idea of achieving a true dialogue with machines than I have ever been."*
>
> **MGXS (Fernando Magalhães)**

MGXS **(Fernando Magalhães)** is a pioneering Portugal-based visual artist who creates ground-breaking artworks using algorithms and digital tools. MGXS's work is characterized by fearless experimentation and seamlessly blending the digital and physical realms, resulting in mesmerizing artworks that challenge traditional notions of beauty and meaning.

By incorporating AI technology and blockchain elements into his work, MGXS is at the forefront of contemporary art. His innovative approach has led to the creation of a major new work – MEM (Machine-Embedded Moments).

MEM (Machine-Embedded Moments) is an innovative, interactive project that utilises artificial intelligence trained on GNSS "species". The GNSS Art project was launched in 2022 and comprises various "species" each generated from the nil and totally unique, made from a fusion of advanced technology and art. This diversity allows for the creation of a rich tapestry of artistic expression that mirrors the complexity and beauty of the natural world by projecting moments as memories inside the minds of GNSS beings. With the MEM experience, the audience will be able to generate memories for these creatures to remember. The MEMs are generated through an autonomous AI system, at the point of interaction, with sophisticated training models for each species, offering a novel form of generative imagery.

MGXS invites audiences to actively participate in creating and curating new artworks in real-time during exhibitions around the world, fostering a sense of connection and collaboration among participants. During the NFC Summit, attendees can generate a MEM as part of the experience, with the MEMs generated being tied to the GNSS and added to the Tree of MEMs.

This unique approach to artistic collaboration enables participants to leave their mark on a living, breathing artwork that grows and evolves over time. With each in-person activation, a new Tree of MEM is created, offering a continually expanding canvas for collective expression.

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The Tree of MEM serves as a collective collage where all MEMs are stored, providing a shared experience that can be accessed and contributed to by attendees at in-person events, as well as GNSS token holders.

The MEM creation experience is designed to be inclusive and accessible, catering to a range of participation levels:

General public: Anyone can create a memory, via www.mgxs.co, limited to three chances. This level allows for widespread engagement and encourages a diverse array of contributions.

NFC attendees: Those who connect their wallets will have five chances and will receive an airdrop at a later date of the stamp as an ERC 1155 token. This enhanced level of participation offers greater creative input and a tangible reward for engagement.

GNSS holders: They will have 10 chances and also will receive an airdrop at a later date of the stamp as an ERC 1155 token. This exclusive level is reserved for dedicated supporters of the project, providing them with even greater opportunities to shape the artistic landscape.

The MEMs generated will be tied to the GNSS and added to the Tree of MEMs. The stamp, representing participation in the experience, will be airdropped as an ERC1155 token. This innovative approach allows for a seamless integration of digital and physical experiences, creating a truly immersive and engaging artistic experience.

The MEM project is not only a unique, interactive art experience that combines beauty, machines, and technology but also a testament to the power of collective creativity. As the project continues to grow and evolve, more MEM exhibitions will be held in the future, allowing for even greater opportunities for artistic expression and collaboration. By bringing together diverse perspectives and harnessing the power of cutting-edge technology, the MEM project is redefining the boundaries of art and inviting us all to play an active role in shaping the creative landscape of tomorrow.

Through interactive experiences like GNSS and MEM, MGXS aims to connect with audiences in new and exciting ways, inspiring them to see the world around them with fresh eyes. By incorporating cutting-edge AI technology and blockchain elements, he not only challenges traditional artistic practices but also fosters a sense of community and collaboration among participants.

MGXS's artistic journey is marked by his dedication to pushing the boundaries of what is possible in the realm of visual art. As a visionary in his field, MGXS continues to inspire and captivate audiences worldwide with his unique blend of technology, beauty, and emotion.

"GNSS is my attempt to recreate nature, a nature from a different timeline, playing with matter and its evolution path. Like you, each one is unique. Generated from the nil, they come to life as singular beings, made from a fusion of advanced technology and art. This is the result of my obsession with the alliance of beauty and machines, an aesthetic I have been developing for over four years. So far, I've created this alone, but now I invite you to play God."

MGXS (Fernando Magalhães)

For further information, interviews, and events, please contact: Alice Shaughnessy - hi@mgxs.co

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