

Press Release

Jon Rafman

Proof of Concept

February 15–April 12, 2025

Public reception: February 15, 6–8pm

Sprüth Magers, Los Angeles

Sprüth Magers

Monika Sprüth and Philomene Magers are pleased to present *Proof of Concept*, Jon Rafman's latest exhibition at the Los Angeles gallery, which features a groundbreaking installation that reimagines television for the AI age. Building on the artist's long-standing exploration of digital culture and virtual worlds, Rafman has created a living, mutable stream of music videos, animations and experimental content – a hypnotic mirror of our digital era. Blending the collective viewing experience of MTV's golden age with new technologies, *Proof of Concept* investigates our evolving relationship with artificial intelligence, nostalgia and media consumption.

Jon Rafman (*1981, Montreal) lives and works in Los Angeles. Solo exhibitions include Whangarei Museum of Art, New Zealand (2024), Taipei Fine Arts Museum (2024), 180 The Strand, London (2023); Schinkel Pavillon, Berlin (2022), Ordet, Milan (2022), La Casa Encendida, Madrid (2021), Centraal Museum, Utrecht (2020), Fondazione Modena Arti Visive (2018), Sprüth Magers, Berlin (2017), Stedelijk Museum, Amsterdam (2016), Westfälischer Kunstverein, Muenster (2016), Musée d'art Contemporain de Montréal (2015) and The Zabłudowicz Collection, London (2015). His works have been featured in prominent international group exhibitions, including KW Institute for Contemporary Art, Berlin (2024), Louisiana Museum of Modern Art, Humlebaek (2023), Kunstmuseum Bonn (2021), Belgrade Biennale (2021), the 58th Venice Biennale (2019), Sharjah Biennial (2019 and 2017), the Institute of Contemporary Art, Boston (2018), Musée d'Art Contemporain de Montréal (2017), K11 Art Shanghai (2017), Les Abattoirs, Toulouse (2017), Berlin Biennial 9 (2016), Manifesta Biennial for European Art 11 (2016), Kunsthalle Wien, Vienna (2015), Biennale de Lyon (2015) and Fridericianum, Kassel (2013).

Credits and Thanks

Architect: Liam Denhamer (Juvenilia)

Special Thanks: Martin Anderson, Dustin Cauchi, Liam Denhamer, Pascal Desjardins, Polina Dubik, Myles Fairhead, Gian Gisiger, Daniel Keller, Nick Koenig, Filip Kotic, Madeleine Kunkle, Kyle Laidig, Ben Leanos, Autumn Ludi, Bobby McCoy, Patrick McGraw, Lucas Menevin, Nicholas Martin, Cameron Moreno, Misael Oquendo, John Pelech, Jack Pitney, Evita Rafman, Sandra Rafman, Alix Ross, Casey Rup, Rob Scharlach, Jack Self, Gabrielle Sones, Ned Stasid, Johanna Stone, Grant Tyler, Malone Urfalian, Dasha Zaharova

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