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PRESS RELEASE

Sunra Presents Harnessing the Unmade

An exhibition exploring artistic authorship, creative judgement and the evolving relationship between people and generative technology



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Sunra Presents Harnessing the Unmade at London Design Festival 2026

A group exhibition exploring artistic authorship, creative judgement and the evolving relationship between people and generative technology.

London, 7 September 2026. Sunra, an official partner of London Design Festival 2026, will present *Harnessing the Unmade* at ASC Gallery at The Handbag Factory from 10 to 15 September 2026.

The group exhibition brings together competition winners, members of the competition jury, invited creative practitioners and artists from London's creative community. Through moving image and visual work, it examines how generative systems are changing not only what artists make, but also how creative intention, authorship and judgement operate.

Every finished work casts a shadow: the versions that were not chosen, the directions not taken, the work as it existed before it existed. For most of art's history this territory of the unmade was invisible, held privately in sketchbooks and in the artist's mind. Generative systems have changed its status. The unmade is now abundant, visible, and disturbingly concrete: a hundred unchosen variations sit beside every selected frame. And the instruments themselves share this condition. The tools in this exhibition are not finished things; they are still being made, in public, partly by the artists who use them.

The question most often asked of AI, whether the machine or the human is the author, may be the wrong one. As Bruno Latour argued of all tools, agency does not sit cleanly in either party. A person with an instrument is a new actor, one whose intentions and possibilities belong to the pairing rather than to each alone. Delegation, in this view, is not a surrender of authorship but its redistribution.

The works gathered here are best read as distinct configurations of that pairing: each artist has settled, differently, the question of what to delegate, what to withhold, and where judgement must remain unshared.

CURATORIAL FRAMEWORK

Gilbert Simondon observed that a technical object is never born complete; it has a genesis of its own, and it becomes itself through use. Artists working with generative systems today occupy such a moment. Like the first filmmakers, who did not inherit cinema but invented it shot by shot, they are composing in a medium whose grammar is unwritten. Every workflow devised, every convention tested and discarded, makes the medium as much as the work. To create here is to build the instrument while playing it.

What, then, remains distinctly the artist's? This exhibition proposes: continuity. Bernard Stiegler described technics as externalised memory, the way human intention survives its moment by being deposited in things. Within an endless stream of generated material, the decisive act is no longer generation itself but the establishment of continuity across it: a character who persists, a palette that holds, a sensibility that accumulates from one decision to the next.

Selection, revision and composition become the grammar of a signature. Judgement, exercised over time, is the work.

The artists here arrive by different routes, through an international competition, its jury, invited practitioners and London's own artistic community. What they share is not a tool but a discipline: the practice of harnessing, rather than being harnessed by, the unmade, in both its senses. The work not yet made, and the medium not yet finished.

Competition

Sunra's international AI creative competition forms one strand of this wider curatorial framework. Open to 1 to 5 minute works created with Sunra or any other AI tool, the competition invited filmmakers worldwide to submit across five categories: Best Commercial, Best Short Film, Best Experimental Work, Best Music Video and Best Visual Effects.

Jury

The professional jury currently includes **Xie Zan, Pablo Rivera, Ara Badiia, Justin Hackney, Vlad Dita, Jack Irving, Kadine James and wildpusa**. Together, they bring perspectives spanning filmmaking, visual effects, advertising, creative technology and AI-assisted artistic practice.

Selected films will be presented alongside works by jury members, invited practitioners and local artists. Screenings, discussions and workshops will create further opportunities for artists and audiences to consider the emerging practices, possibilities and responsibilities surrounding AI-assisted creation.

INFORMATION

Event Information

Harnessing the Unmade

10 to 15 September 2026

ASC Gallery at The Handbag Factory

3 Loughborough Street, London SE11 5RB

sunra.ai/london-design-festival

About Sunra

Sunra is the creative suite that learns how you work. As creative practice increasingly spans image, video, sound and design, Sunra supports continuity across disciplines. It remembers the creative decisions users approve, helping characters, products and visual styles remain consistent throughout a project while reducing the need to repeat instructions in every prompt.

Harnessing the Unmade is presented by Sunra in partnership with Wonder Studios, MANA, ARKLINK and WaytoAGI.

Media Enquiries

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