

## **Elusive Sense: On the Fluid Boundaries of Perception**

"Elusive Sense. On the Fluid Boundaries of Perception" is an exhibition, that launches at the London Design Festival showcasing Polish art at the intersection of design and new technologies. It features five of Poland's most innovative new media artists to explore our evolving relationship with new media. It's produced by the Polish Creative Industries Development Center in collaboration with On & On Designs, the Polish Cultural Institute in London and art'otel London Hoxton, as part of the UK/Poland Season 2025.

"Elusive Sense" delves into how technology acts as an agent in reshaping our bodies, perception of reality, and understanding of self. The exhibition confronts a fundamental tension: are we augmenting our senses through technology, or outsourcing our bodily functions and becoming dependent on the systems we create?

Aleksandra Szymańska, Director of the Polish Creative Industries Development Center, commented that the exhibition "embodies the spirit of the season by fostering a new chapter of cultural collaboration and showcasing the vibrant, pioneering path of contemporary Polish artists." She added that the London Design Festival provides the "ideal platform to introduce this compelling work to a wider audience."

The exhibition presents a multifaceted dialogue through artists like Iga Węglińska and Agnieszka Mastalerz, who offer contrasting views on our symbiosis with non-human agents. Węglińska's transhumanist work explores sensory augmentation via clothing, treating the skin as a reactive membrane where technology and body merge. In contrast, Mastalerz's video-based work uses poetic language to analyze the control mechanisms inherent in our relationship with technology.

The art collective panGenerator and Kamil Czapiga (aka Cosmodernism) investigate the nature of the digital image. panGenerator's "Hash to ash" installation illustrates the fragility of digital memory by transforming a selfie into physical ash, while other works critique the endless scroll of social media. Cosmodernism reveals the profound visual wealth of the natural world through microscopic ecosystems that appear computer-generated, challenging our perception of the "real."

Finally, Janek Simon confronts artificial intelligence's influence on cultural memory in his "Meta Folklore" series. By training a neural network on images of ethnographic sculptures, Simon generates and 3D-prints new, mutated forms, offering a speculative vision of a universal folklore created through algorithmic alchemy.

Curator Anna Szylar said the featured artists "are at the forefront of a creative movement that dissolves the traditional boundaries between design, fashion, and technology." She describes the exhibition as intellectually and sensorially provocative, offering "a glimpse into the future, as imagined by some of the most exciting talents emerging from Poland today."

Organised jointly by cultural institutions in both countries, the UK/Poland Season 2025 is a landmark cultural programme with over 100 events designed to foster collaboration and dialogue. "Elusive Sense" exemplifies this mission, bringing new Polish voices to the global conversation around art, technology, and the human condition.

**Exhibition period:** 20<sup>th</sup> September – 4<sup>th</sup> October

**Opening and artist talks:** 20<sup>th</sup> September, 6:00 pm, art'otel London Hoxton

**Accompanying event:** 26<sup>th</sup> September, art'otel London Hoxton

**Finissage:** 4<sup>th</sup> October, 6:00 pm, art'otel London Hoxton

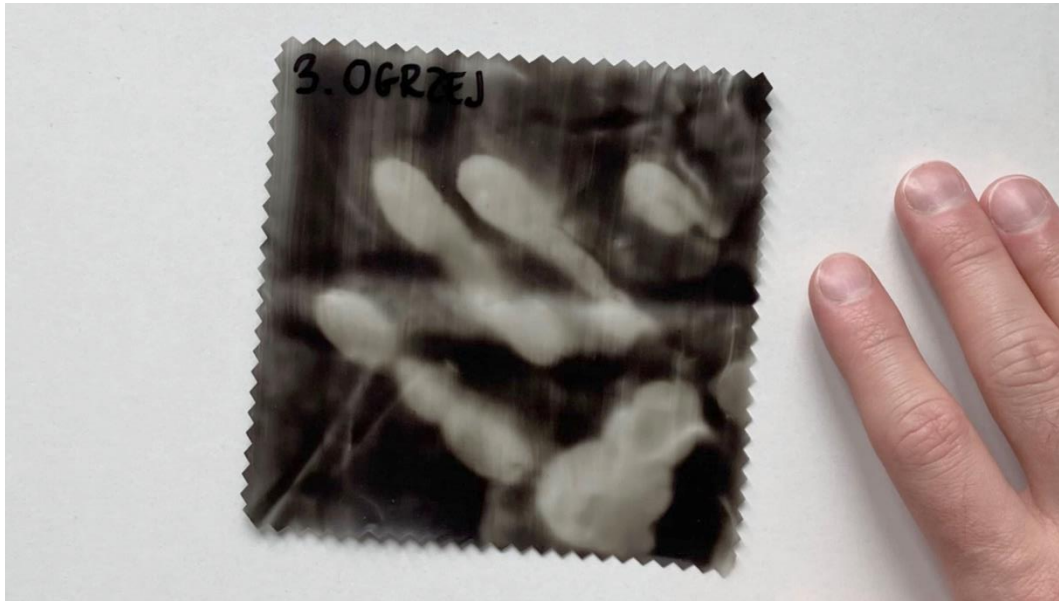
Curator: Anna Szylar, Monster Mind Studio

Producer: Mateusz Kacprowicz

Project funded by the Ministry of Culture and National Heritage as part of the UK/Poland Season.

Produced by the Polish Creative Industries Development Center in collaboration with On&On Designs, the Polish Cultural Institute in London and art'otel London Hoxton

## Artists



*Iga Węglińska. Sample 3 – HEAT – research for Emotional Clothing*

### **Iga Węglińska**

Iga Węglińska is a multidisciplinary body-tech designer blending art and science through sensory interaction, wearable interfaces, and speculative design. Her research-driven practice centers on extended embodiment, exploring garments as living, responsive systems capable of sensing, expressing, and amplifying the emotional and sensory experience of the wearer. Situated within fashion-tech, neuroaesthetics, and human-computer interaction, her work results in experimental wearables that function as emotional tools and posthuman communication devices. She has extensive experience in cross-disciplinary R&D projects in wearables, smart materials, and digital fabrication, where she has led interdisciplinary teams and designed experiments merging the human body with new technologies.

Iga Węglińska PhD is a researcher and academic. She works as an Assistant Professor at the Faculty of Design, Academy of Art in Szczecin, where she serves as Head of the Fashion Design Department and leads the Fashion Design Studio in both BA and MA programs. She also teaches as an Associate Lecturer at the School of Form, SWPS University in Warsaw.

She is a laureate of the Scholarship of the Ministry of Culture and National Heritage of Poland (Culture on the Web program), the Art Scholarship of the Mayor of the City of Krakow (Poland), and the Artist in Residence at ElektroCouture TPH Group in Berlin (Germany). Her works have been presented in various exhibitions in Europe, Asia, and the USA, and published in magazines and portals such as Dezeen, Designboom, LS:N The

Future Laboratory, WGSN, Promostyl, Numéro Netherlands, Vogue Italia, I-D Italia, Elle Poland, Glamour Poland, and KMAG.

IG: <https://www.instagram.com/igaweglinska>

Photos:

<https://drive.google.com/drive/folders/1tgffLYfJaVgdk1giFa5fDwD21NQzJyZa?usp=sharing> (Emotional Clothing)

<https://drive.google.com/drive/folders/1AL3d6uWWNPKgTsV4MKIQoG9vJLHKipt-?usp=sharing> (Perfect Sense)



*Mastalerz Agnieszka. NMSNNG, Video 2022, Still 03*

## **Agnieszka Mastalerz**

Agnieszka Mastalerz is a visual artist based in Warsaw. She is a graduate of the Studio of Spatial Activities led by Mirosław Bałka at the Academy of Fine Arts in Warsaw (BA, MA, 2018). Mastalerz was a student of Candice Breitz and Eli Cortiñas at the HBK in Braunschweig as a recipient of the Deutscher Akademischer Austauschdienst (DAAD) Scholarship for 2019/2020, and a guest student of Adam Broomberg and Oliver Chanarin at the HFBK in Hamburg (2017/2018). She also holds a BA in Cultural Studies from the University of Warsaw (2013) and participated in the Autumn Intensive at the Malmö Art Academy (2024).

Her work revolves around mechanisms of control and the processes that influence and exploit the individual. Through a poetic visual language, she analyzes restrictive rules imposed within intimate relationships, communities, states,

corporations, and towards the natural environment. Rooted in research, her practice is primarily video-based, often integrating scientific imaging techniques and performative elements.

Her work has been exhibited at numerous institutions, including Królikarnia — the National Museum in Warsaw, Krupa Art Foundation in Wrocław (2025), Catinca Tabacaru Gallery at the Goethe Institut in Bucharest (2024), NS-Dokumentationszentrum in Munich (2023), MOCAK – Museum of Contemporary Art in Krakow, Manifesta 14 Prishtina, eastcontemporary gallery in Milan (2022), Fabbri Schenker Projects in London, MAXXI – National Museum of 21st Century Art in Rome, Center for Contemporary Art Luigi Pecci in Prato (2021), Wschód gallery in Warsaw (2020), Palazzo Strozzi in Florence, Starak Family Foundation in Warsaw (2019), Deichtorhallen in Hamburg, Fondation Hippocrène in Paris (2018), Museum of Modern Art in Warsaw (2017 – as the laureate of the Hestia Artistic Journey Competition), and TRAFO Center for Contemporary Art in Szczecin (2016).

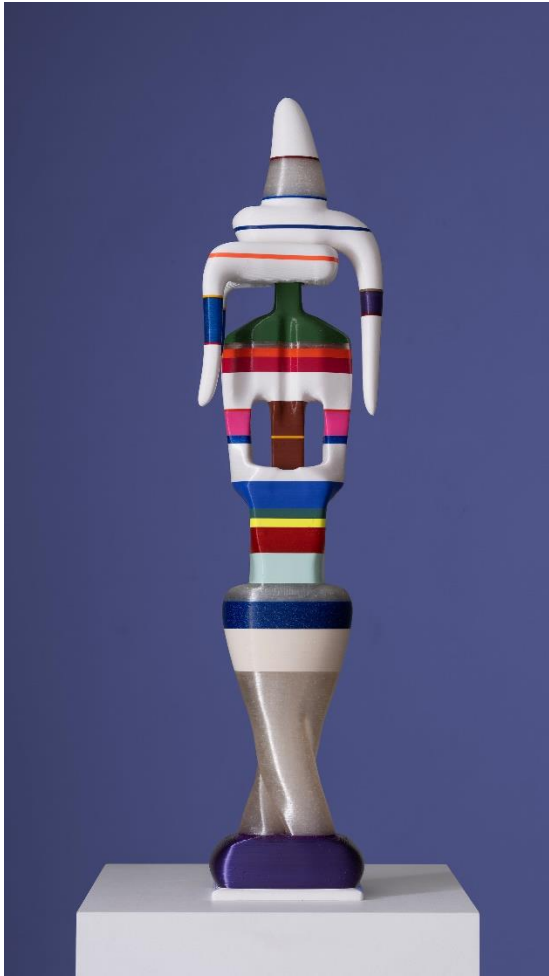
She has participated in art fairs including NADA Villa Warsaw (2024), Artissima, and Arco Madrid (2021).

Mastalerz has been a resident at institutions such as Muzeum Susch in Switzerland, the Artist Development Program at the EIB Institute in Luxembourg (2021), and Futura gallery in Prague (2020, Visegrad Fund). She also took part in the Lucy Art Residency public program in Kavala (2022) and the School of Expressions at PLATO Ostrava (2019).

She is a laureate of the Młoda Polska (Young Poland) scholarship for 2024. Works by the artist are held in the collections of Fondazione in Between Art Film by Beatrice Bulgari, the Ergo Hestia Group, the European Investment Bank, and the Warsaw Ghetto Museum, as well as in private collections.

IG: <https://www.instagram.com/agnieszkamastalerz/>

Photos: [https://drive.google.com/drive/folders/1r4qtUKfdzBq-chQpqf7MRUy15uCTC\\_vb?usp=drive\\_link](https://drive.google.com/drive/folders/1r4qtUKfdzBq-chQpqf7MRUy15uCTC_vb?usp=drive_link)



*Janek Simon. MetaFoklore*

## **Janek Simon**

Janek Simon is an artist and occasional curator based in Warsaw. He focuses on cultural geography, the politics of self-created technology, and anarchism.

He studied Psychology and Sociology at the Jagiellonian University in Kraków (1996-2001). Simon was the laureate of the prestigious Spojrzenia Award from the Deutsche Bank Foundation in 2007 and has participated in residency programs at Headlands Center for the Arts in San Francisco and Gasworks in London.

In his practice, Simon draws inspiration from scientific theories and models, particularly from fields like geography and economics. His installations and objects often use mathematical and statistical data to explore the collision of abstract theories with the reality of everyday life and contemporary socio-political phenomena. Embracing a DIY ethos, many of his works consciously seek alternative strategies to mass culture and the prevailing system of artistic production.

His work has been exhibited extensively in Poland and internationally, including at institutions such as the Centre Pompidou-Metz (2020), Manifesta 7 (2008), BOZAR – Centre for Fine Arts in Brussels (2025, 2011), Zachęta — National Gallery of Art in Warsaw, and the Ujazdowski Castle Centre for Contemporary Art in Warsaw. He has had numerous solo shows at Raster gallery in Warsaw, and his work was featured in the 14th Baltic Triennial (2021) and the 35th Ljubljana Biennale of Graphic Arts (2024).

Works by the artist are held in the collections of the ING Polish Art Foundation, the Ujazdowski Castle Centre for Contemporary Art, the National Museum in Kraków, and the Museum of Art in Łódź, among others.

IG: <https://www.instagram.com/jansizero/>

Photos: [https://drive.google.com/drive/folders/1lqaVWxwILgX-mhYZiVe0jTSL4MqTPbHh?usp=drive\\_link](https://drive.google.com/drive/folders/1lqaVWxwILgX-mhYZiVe0jTSL4MqTPbHh?usp=drive_link)



*INFINIT. panGenerator*

## **panGenerator**

panGenerator is a group engaged in design and new media art, comprising Krzysztof Cybulski, Krzysztof Goliński, and Jakub Koźniewski. The projects developed by the group integrate modern digital media with unconventional spatial forms and engaging interaction – bridging the worlds of bits and atoms. panGenerator's work has been showcased around the globe at major design and art festivals, including Ars Electronica, SXSW, KIKK Festival, Milan Design Week, Dutch Design Week, Warszawska Jesień, WRO

Media Art Biennale, Łódź Design, and many others. Among their numerous awards are the Golden Lion at the Cannes festival, Lumen shortlist, an Honorary Mention at Ars Electronica, and the “Paszporty Polityki” in the Digital Culture category. In addition to their artistic endeavors, the group is also involved in educational activities – beyond numerous workshops, its members teach postgraduate Creative Coding courses at the School of Form and, from 2022 to 2024, led the Guest Workshop at the Faculty of Design at the Warsaw Academy of Fine Arts.

IG: <https://www.instagram.com/pangenerator/>

Photos:

[https://drive.google.com/drive/folders/1u8QzoPmzaGJDI1Tgskn4sJiywAEp7cBe?usp=drive\\_link](https://drive.google.com/drive/folders/1u8QzoPmzaGJDI1Tgskn4sJiywAEp7cBe?usp=drive_link)

## **Cosmodernism**

Kamil Czapiga (aka Cosmodernism) is the intermedia art project of Kamil Czapiga, initiated in 2019 in Katowice, Poland.

The Cosmodernism project incorporates abstract video art and photography with original sound design and experimental activities. The main idea behind his work is the search for a personal abstract expression, achieved through the exploration of micro and macro observation combined with specially composed soundscapes. As the building blocks for his films, Czapiga often uses various chemicals, dyes, and objects, capturing the physical and chemical reactions that occur between them.


For the creation and observation of his compositions, the artist uses a microscope and other precision optics combined with a camera. He captures images within original micro-film sets based on self-made mechanisms and lighting systems, continuously searching for new methods to capture the world at the microscale and beyond.

Lacking a formal scientific background, his process is based on intuition, empirical experience, and the trial-and-error method, which he considers an essential part of the project. Although many of his works appear to be computer-generated, they are not created using CGI or digital techniques. They are, in fact, real objects seen from an unreal perspective—what the artist describes as "science fiction but without the fiction."


IG: <https://www.instagram.com/cosmodernism/>

## **Contacts**



 Email:

 Website:

 Instagram / LinkedIn:

art'otel London Hoxton – <https://artotellondonhoxton.com/>

Press contact - [hello.hoxton@artotel.com](mailto:hello.hoxton@artotel.com)