

Taken from
a Neo Collective
Future



CLAUDIA RAFAEL is a Digital Artist and Art Director based in Berlin. Her work focuses on issues of technology, extended and mixed realities. She is interested in investigating how „digitalism forms new aesthetics“ related to nature, art and pop culture.

With the paper “Beauty in techno-expressive times — extended (posthuman) beauty and bodies”, Claudia Rafael wrote together with futurologist Ludwig Engel and digital artist Moritz Tontsch, she advocates for an emancipatory use of digital tools like AR that can transcend prevailing social norms on beauty through offering alternative possibilities of (self)imagination to everyone — not only for the virtual but ultimately in the physical world.

The A.I. Beauty Portraits grew around those concepts: each portrait is an investigation that revolves around a series of altered singularities, an evolution of beauty in progress. Collaborating with artist Mat Mailand, she shows how traditional norms have turned into a more adaptable and flexible vision – where Artificial Intelligence forces its own evolution. Each portrait showcases a metamorphosis of modulating colours, to then dissolve into physical traits that outline and define an individual. A transmutation where the idea of ‘self’ is continuously growing and expanding.

In 2020, Claudia and her collaborators Florian Siegmann, Steffen Bewer and Andrea Avellino came together to form *NEWFORMAT*. Unifying skill sets and minds, the studio focuses on the interdisciplinary exchange between cultural and technological forces, making experimentation its manifesto and the promise of breaking new grounds the motto for constant research.