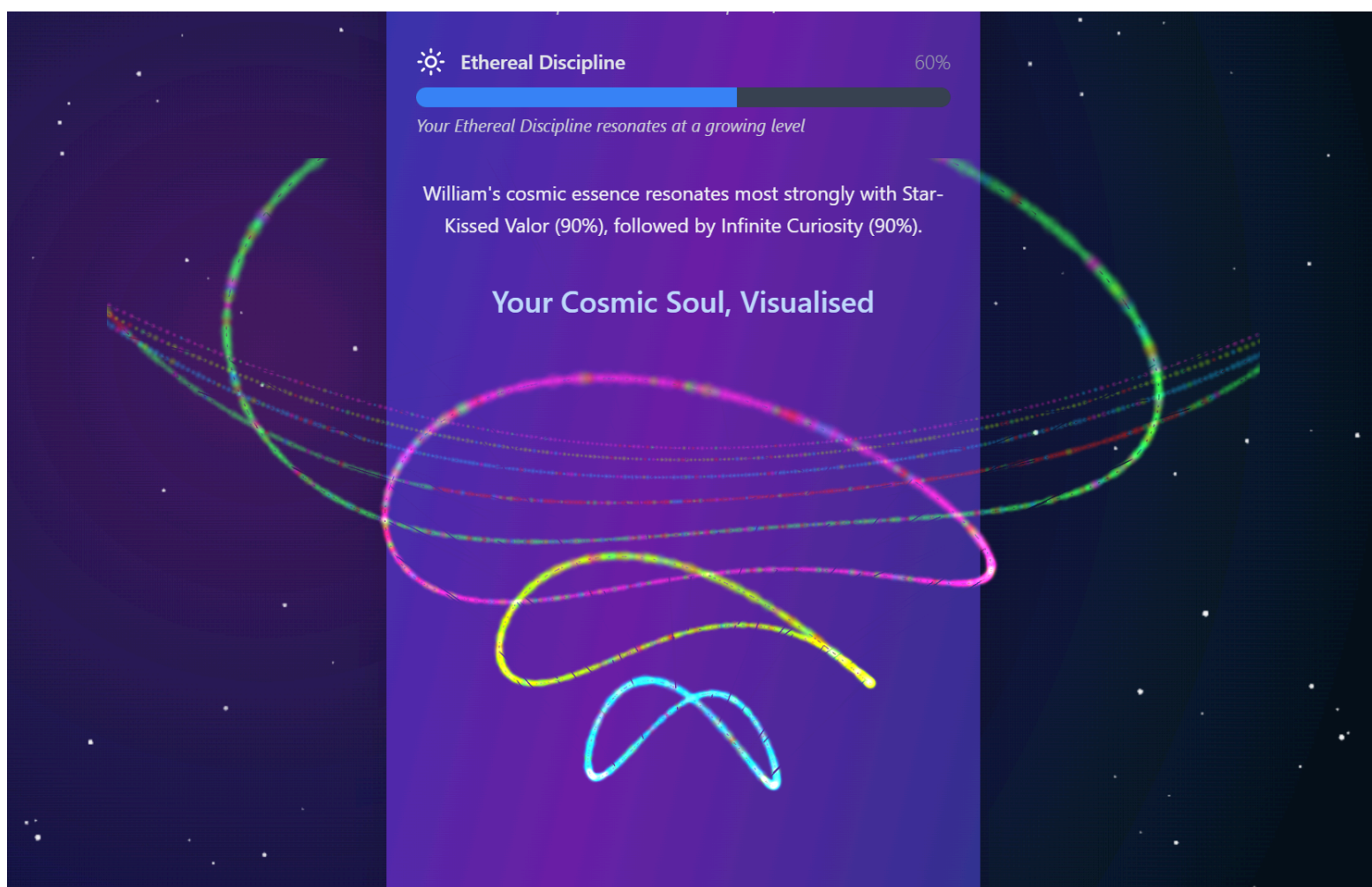# COMPUTALA

LCB Depot's exhibition & events programme highlights work from different creative practices every month.

This month the focus is on digital art with @newmediaartclub's computala exploring art with the internet, with work from established professionals and emerging creatives. Exhibitions and events run from **13th – 31st January 2025**

Find out more @lcbdepot or at lcbdepot.co.uk/event/computala/

Cosmic Pop Persona: A Digital Nostalgia Reimagined

Timothi Ellim (Timothi Lim)

Title of Work:

Cosmic Pop Persona: A Digital Nostalgia Reimagined

Artist Statement:

Cosmic Pop Persona is an interactive web-based installation that reimagines the familiar world of early 2000s online personality quizzes through the lens of advanced artificial intelligence. This work invites participants to explore the evolving role of AI in our ongoing quest for self-understanding. By juxtaposing the handcrafted, whimsical aesthetics of the early internet with the computational power of contemporary AI, the project questions the nature of

identity construction in a hyper-connected world. Cosmic Pop Persona does not merely replicate nostalgia; it reinterprets it, challenging the limitations of categorizing human complexity while emphasizing our enduring desire for self-definition.

Technological Genesis:

The installation blends cutting-edge AI technologies—Claude Sonnet 3.5, Gemini 1.5, and ChatGPT 4.0—into a seamless, immersive web experience. Built with frameworks like Next.js, Three.js, Framer Motion, Tailwind CSS, and React, the project is hosted on Vercel, leveraging robust DevOps pipelines and GitHub integration for stability and efficiency. This technical foundation ensures a fluid and engaging user experience, enabling participants to explore the intersection of nostalgia and innovation.

Conceptual Layer

The Algorithmic Mirror: Behind the playful personality quiz lies a complex network of AI systems, reflecting on how technology interprets and categorizes human traits while raising critical questions about the nature of intelligence and understanding.

Profound Implications:

Cosmic Pop Persona underscores the paradox of machines attempting to understand human nature, revealing the limitations of reducing lived experiences to algorithmic outputs. This irony invites participants to reflect on the gap between human complexity and its digital representation. The project does not provide answers but instead encourages critical engagement with the technologies shaping our identities.

Summary

Cosmic Pop Persona combines retro web aesthetics with cutting-edge AI to transform familiar technological interfaces into tools for self-reflection. By bridging the past and present, the project offers a unique exploration of how nostalgia and innovation intersect in the digital age.

Technical Notes:

This browser-based installation is optimized for desktop and mobile platforms, with desktop or laptops recommended for the best experience. Requires internet access, and a keyboard + mouse for interaction

Link to Project:

www.cosmic-pop-persona.com

Artist Bio

Timothi Lim (Artist Name: Timothi Ellim) is a Leicester-based creative and PhD researcher at De Montfort University, specializing in interactive and immersive XR experiences. With over eight years of experience in interactive media development, Timothi's work spans AAA studios, independent publishing, and experimental art installations. His research focuses on blending cutting-edge technologies, such as generative AI and real-time data to create innovative digital experiences. Timothi's practice explores themes of identity, nostalgia, and human connection in the digital age, pushing the boundaries of how we interact with technology and each other.

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