Video 3: ARTIFICIAL HAPPINESS

Concept Overview:
Artificial Happiness is a print and video installation that stages a surreal parade of AI-generated dancers, glossy, hyper-stylized, and unmistakably unreal. Their limbs move with flawless precision, their outfits shimmer with impossible fabrics and absurd details, their faces express a blankness and a smile that never quite reaches the eyes. They are captivating, but hollow.

These dancers embody an unsettling in-between state: they simulate joy without feeling it. Their beauty is impeccable but airless, their movements calculated but soulless. There is no spark in their eyes. In their world, every detail is immaculate, but the rawness of life, the sweat, the breath, the mistake, is missing. Their clapping is loud, mechanical, and intrusive, a rhythm without warmth, almost taunting in its repetition.

The viewer is left in an ambiguous emotional space: Are these figures performing for us, or for some invisible algorithm? Is their perfection seductive, or alienating? The work deliberately avoids photorealism, making sure the dancers remain clearly artificial, polished, sharp, too saturated to be mistaken for human.

Thematic Focus:
Artificial Happiness explores the emotional void inside AI-generated aesthetics. It reflects on our increasing comfort with artificial relationships, both with machines and with representations that are more simulation than reality. It questions the value we place on *appearance* versus *experience*: when something looks "perfect," does it matter if it has no inner life?

This work also considers how AI's mimicry of emotion can dull our sensitivity to real feeling. If we consume enough synthetic joy, do we get used to it, and become dull? And in doing so, do we risk losing our appetite for the messy, imperfect, deeply human qualities that cannot be rendered by an algorithm?

Relevance to Contemporary Art & Society:
Artificial Happiness addresses the growing cultural phenomenon of "synthetic emotions" and how digital media, and AI influencers construct feelings we respond to without their ever having existed. It is about the surface pleasure of the artificial and the unease it leaves behind. The uncanny valley phenomenon. In an era where AI can craft endless, flawless beauty, this piece asks whether perfection without humanity is a kind of emotional malnutrition.

Work Process:
The dancers were conceived and generated using Midjourney, deliberately pushing toward an overly stylized, high-gloss aesthetic. Their movements were animated from still frames in MidJourney (when it first introduced motion). Final compositing and editing were done in After Effects, with an intentionally abrasive audio track combining

artificial clapping and synthetic crowd noise. The resulting piece loops without resolution, echoing the endless cycle of AI-generated content: always performing, never feeling.