

Exhibition: *Diffuse Control by Beeple*

Dates: October 26, 2025–January 4, 2026

Location: BCAM, Level 1



(Image captions on page 2)

The Los Angeles County Museum of Art (LACMA) presents *Diffuse Control by Beeple*, the artist's first museum exhibition in the western United States. *Diffuse Control* is a kinetic video sculpture that plays a continuously evolving video powered by custom AI models and real-time user interaction. The work comprises 12 synchronized video screens embedded in a polished aluminum structure. *Diffuse Control* invites viewers into a dynamic digital landscape that explores the tension between control and collapse in an age defined by constant technological acceleration.

Using the artist's image-generating program, *Diffuse Control* invites visitors to transform a rotating selection of artworks from LACMA's permanent collection. Chosen by four LACMA fellows across the museum's departments, these source images represent an array of artistic perspectives and practices that span time and space, ranging from Paul Gauguin's *The Swineherd* (1888) to *A Panel of Four Tiles* from 1580s Turkey. The sculpture then displays users' digitally altered images and produces accompanying soundscapes, allowing the audience to contribute to the sculpture itself in real time. Visitors will be able to extract their renderings in unique prints that can be purchased online from the artist's studio, with proceeds benefiting LACMA.

Diffuse Control's interface features distinct iterations developed by LACMA fellows. Titled *Future Pasts*, *Matrix Residua*, *Living Patterns*, *Soft Jelly*, and *Blurred Edges*, each iteration has been assembled with specific themes, offering new opportunities for audiences to engage with the work. *Diffuse Control* seeks to dissolve boundaries between artist and audience, making the creative act a shared experience.

Diffuse Control by Beeple marks the artist's first presentation at LACMA and continues the institution's exploration of digital and immersive art practices shaping

the future of creative expression. This exhibition is curated by Deliasofia Zacarias, Chief of Staff and Curatorial Assistant at LACMA.

About Beeple

Beeple is Mike Winkelmann, a graphic designer from Charleston, SC, who does a variety of digital artwork including short films, Creative Commons VJ loops, everydays and VR / AR work. After he began releasing a set of widely used Creative Commons VJ loops he has worked on concert visuals for Justin Bieber, One Direction, Katy Perry, Nicki Minaj, Eminem, Zedd, deadmau5, and many more. One of the originators of the current "everyday" movement in 3D graphics, he has been creating a picture every day from start to finish and posting it online for over 10 years without missing a single day.

Credit: *Diffuse Control* by Beeple was organized by the Los Angeles County Museum of Art.

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About LACMA: Located on the Pacific Rim, LACMA is the largest art museum in the western United States, with a collection of more than 150,000 objects that illuminate 6,000 years of artistic expression across the globe. Committed to showcasing a multitude of art histories, LACMA exhibits and interprets works of art from new and unexpected points of view that are informed by the region's rich cultural heritage and diverse population. LACMA's spirit of experimentation is reflected in its work with artists, technologists, and thought leaders as well as in its regional, national, and global partnerships to share collections and programs, create pioneering initiatives, and engage new audiences.

Location: 5905 Wilshire Boulevard, Los Angeles, CA, 90036. lacma.org

Image captions: Beeple, *Diffuse Control*, 2025, at the Los Angeles County Museum of Art, courtesy of Beeple Studios

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