

## SHORT DESCRIPTION OF THE MASTERPIECE

### NGUYEN THI THANH TRA

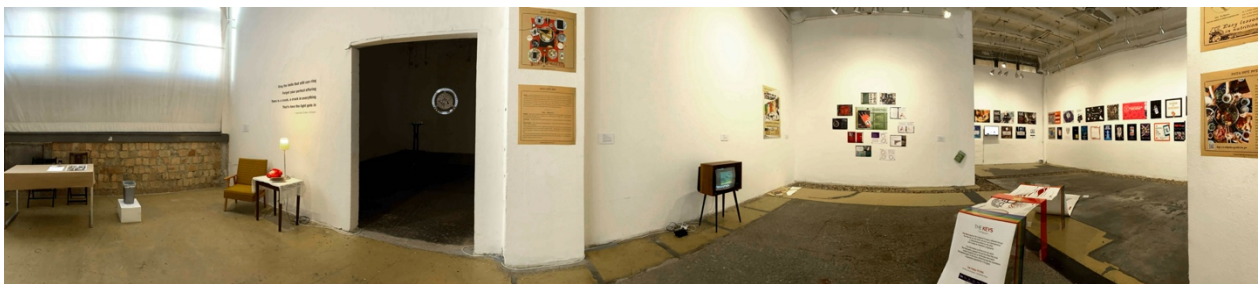
“Crack” is a Doctor of Liberal Arts masterpiece exhibition that showcased the majority of artworks and projects that I worked on during the period of conducting this research. The exhibition included fifteen pieces of art. The exhibition was held in the exhibition hall of Artus Studio, Budapest, Hungary, from the 1st to the 8th of February 2022.

The exhibition reflected on the emerging problems of the advertising industry in the age of AI and automation. By addressing the new social phenomena caused by these, the artist presented a critical analysis of the undergoing changes in the structure of contemporary society, with special regard to global political economies.

The fifteen artworks in the exhibition revealed the hidden tactics of surveillance capitalism and cyber colonialism, describing the social dilemma of living in a world fully dominated by digital technologies, and attempting to outline some possible solutions for the future.

In the terms of art media, the exhibition made a metaphorical use of various historical forms of communication and technics: oral, handwriting, analog print, photography, digital print, telephone, television, computer and smartphone in order to address the inherent characteristics and classical marketing strategies, as well as to highlight the new factors and current master plans of the contemporary media world.

The details of the artworks are from *Share File One* to *Share File Fifteen* of the dissertation or at <https://tranguyen.net/portfolio/crack/>



*Crack exhibition ©Tra Nguyen*



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*Crack exhibition, Courtesy of Hanan Saif*





*Crack exhibition, Courtesy of Pallavi Majumder*



*Crack exhibition, Courtesy of Pallavi Majumder*

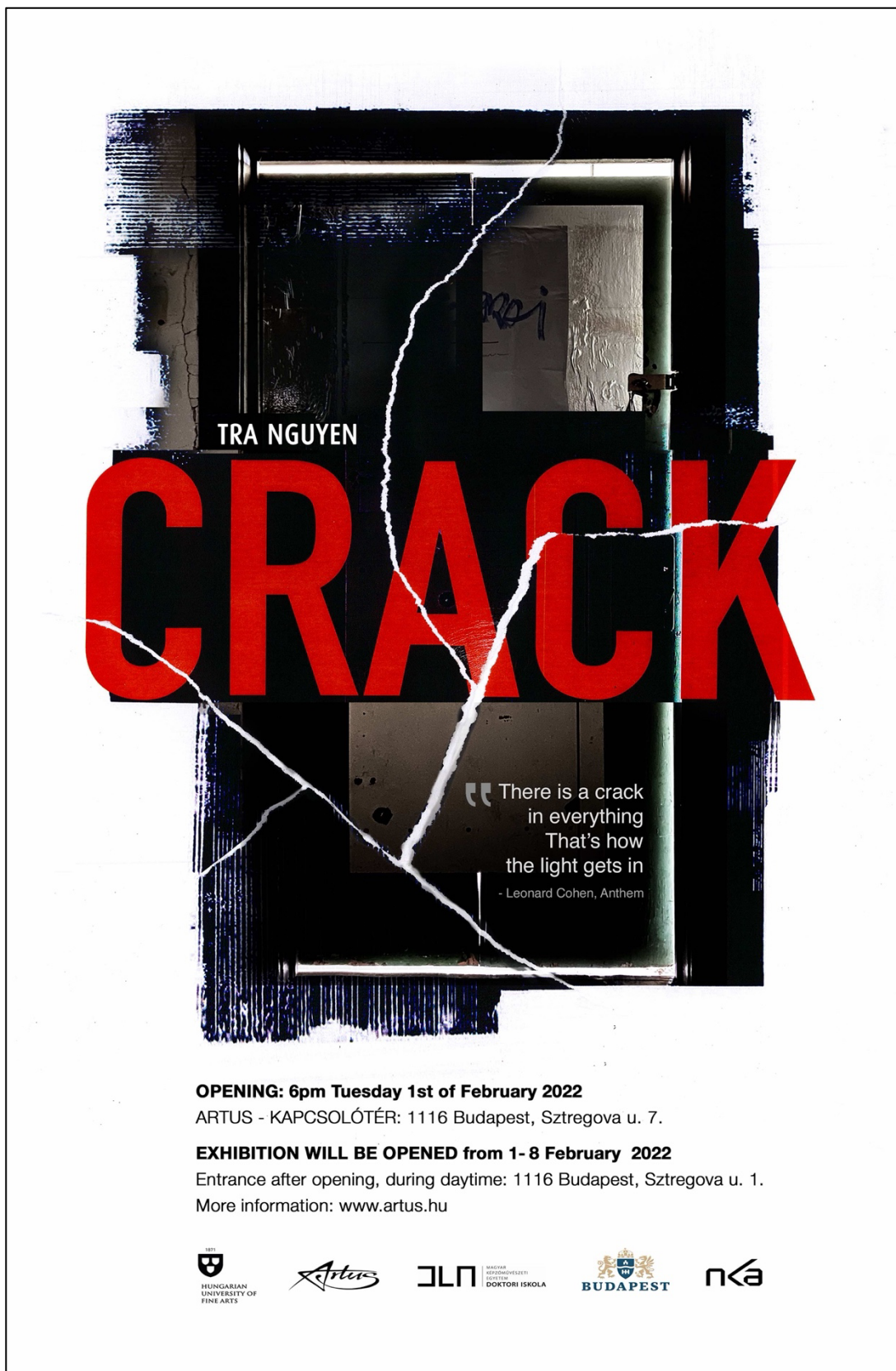


*Crack exhibition, Courtesy of Zékány Dia*



*Crack exhibition, Courtesy of Andrea Bánóczy Varga*





**OPENING: 6pm Tuesday 1st of February 2022**

ARTUS - KAPCSOLÓTÉR: 1116 Budapest, Sztregova u. 7.

**EXHIBITION WILL BE OPENED from 1-8 February 2022**

Entrance after opening, during daytime: 1116 Budapest, Sztregova u. 1.

More information: [www.artus.hu](http://www.artus.hu)



"Crack" poster ©Tra Nguyen