SARAH ROTHBERG
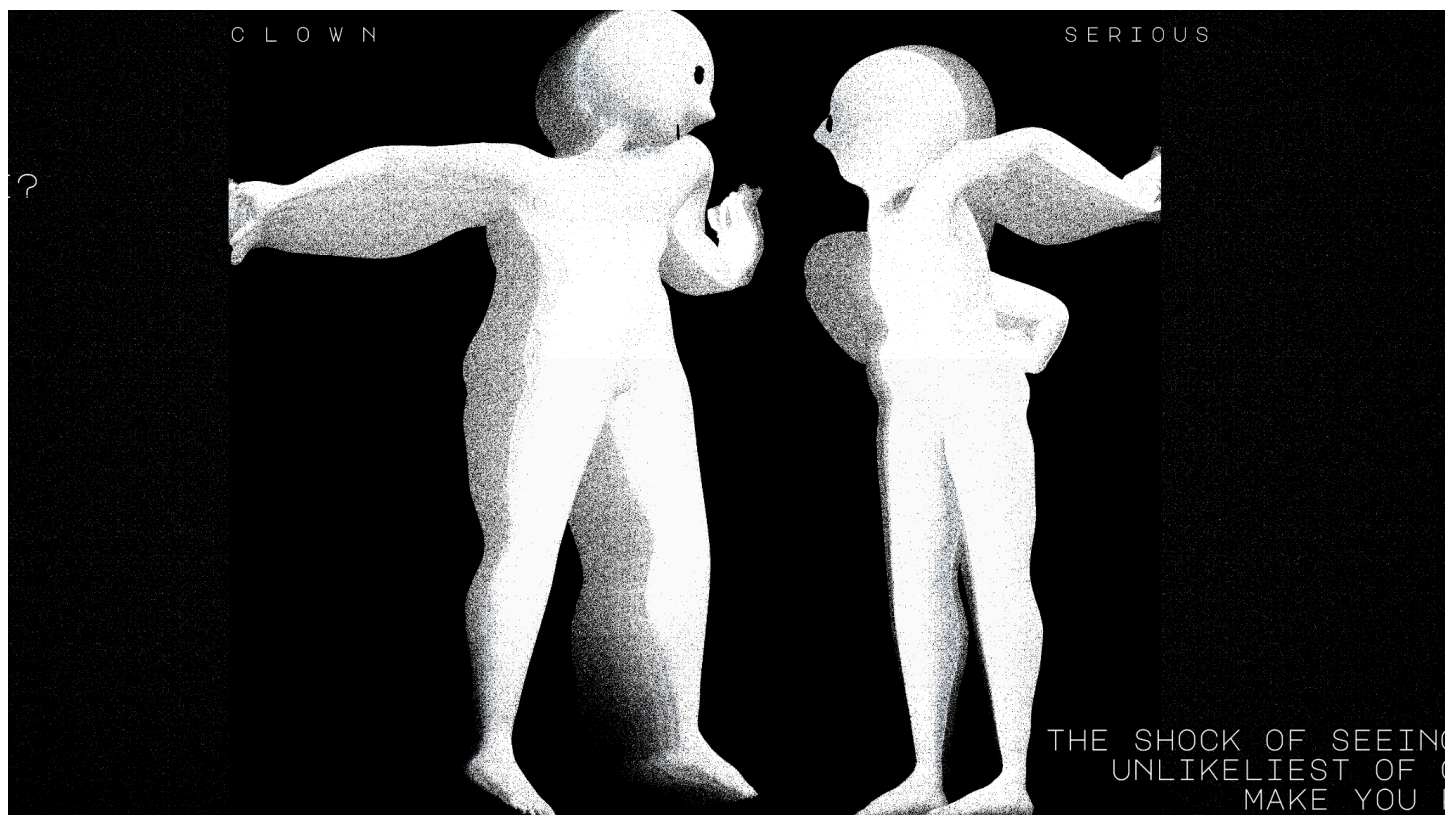
FOREVER MEETINGS

MARCH 20 - APRIL 19, 2025

bitforms gallery

SARAH ROTHBERG
FOREVER MEETINGS
March 20 - April 19, 2025

Opening Reception: Thursday, March 20, 6-8 PM

bitforms gallery is pleased to announce *FOREVER MEETINGS,* Sarah Rothberg's second exhibition with the gallery and debut New York solo exhibition. *FOREVER MEETINGS* continues the artist's research on the dynamics of conversation and large language models, culminating in a new body of generative artwork from which the exhibition takes its name.

Within each work a custom software program titled *FOREVER MEETINGS* prompts two AI agents, embodied as avatars, to have infinite, never-repeating conversations. The program uses a set of topics, conversation styles, and pairs of opposing personas as system prompts within each work. For example, one agent might be instructed to "role play as someone very selfish", while the other takes on the persona of selflessness. As the program exchanges responses, the discourse evolves and the generated script animates the avatars. All prompts are authored by the artist, representing dichotomies in the artist's own life. Their subjects engage ideas of morality, ownership, power, and relationships. *FOREVER MEETINGS* allow both the artist and the audience to observe the tendencies and patterns of AI models.

Three works using the *FOREVER MEETINGS* software are framed by bespoke hand-sculpted forms. These pieces introduce an adapted version of Rothberg's software where two set personas cycle through one question per day and one conversation type per hour. *FOREVER MEETINGS: DIALECTICS, BABY!* focuses on questions of gender, feminism, intergenerationality, and the nuclear family. While this theme never changes, every hour the avatars are programmed to shift their conversation type, ranging from argumentative to flirtatious language. In the work, *FOREVER METINGS: STRANGE ALIGNMENTS* two avatars pull and push against a wall towards each other, discussing the tradeoff of new technologies.This continues in perpetuity through a language model stored

locally on the artwork's hard drive, serving as a 2025 time capsule of conversational AI. *FOREVER MEETINGS: GREY ZONE / OF TWO MINDS* delves into the personal relationship to systems while *PETTY TROLLEY PROBLEM* discusses power and its expressions. Rothberg's handmade frames are guided by intuition and mask the monitors beneath. As standalone sculptural objects, their glittering surfaces are charming, despite their spikes and hidden features.

This juxtaposition is mirrored by Rothberg's seemingly-emotive avatars that mask the work's purely computational AI output. When witnessing two avatars in conversation, moments of profound brilliance can strike. At times, the avatars can imitate thoughtful moments of reflecting "when the right time to have a baby might be", or if "tourism is bad". However, Rothberg seeks to remind viewers that an AI chatbot's "knowledge" is only in relation to the words that have been used to train the model. When the relatable statements are spoken by the avatars, it's only because those same words exist in relation to each other in the training set enough times for AI to make that association.

In 2023, bitforms presented Rothberg's first exhibition titled *SUPERPROMPT* that explored how "personas" can be assigned to AI chatbots. At the time, this simple mechanism for shaping a language model's output was sometimes referenced as a "superprompt", and is now called a "system prompt." *Sophie For You TTS* (text-to-speech) is a web-based work that allows visitors to interface with an embodied interactive chatbot named Sophie. The character Sophie was born from a ChatGPT description of an AI-hallucinated, non-existent performance allegedly staged by Rothberg. Within this "performance" a character named Sophie surveyed the intersection of artificial intelligence and human emotion. In the spirit of this AI hallucination, Sophie was designed as the avatar for the artist's conversational AI interface. When chatting with Sophie online, users can select a superprompt as a set of speaking conditions. The connection to a cloud-based API for the LLM and text to speech in *SOPHIE FOR YOU* means that this work changes as the technology evolves, unlike the static *FOREVER MEETINGS* which are tied to local models.

HumanTTS: YOU (human text-to-speech) grants the audience its first gallery encounter with Rothberg's *FOREVER MEETINGS* software, offering viewers a chance to read and recite an AI-generated text. The text, presented like a teleprompter for a conversation between two people, is situated on screens outfitted with microphones. Two monitors stand behind the microphones. As text appears, viewers can activate the work by speaking aloud into the microphones. Their voice animates the avatars in real-time. The script advances in an infinite, never-repeating loop that is echoed throughout the gallery between machines, avatars, and the artist.

Across the gallery, *HumanTTS: ME (me text-to-speech)* adds humanness back into the generative scripts produced by *FOREVER MEETINGS.* In this video, the artist edits and rewrites a script that is then programmed to be read aloud by two avatars. While *YOU* invites user participation, *ME* is a curated focus on discussions created by the software then rewritten by the artist. Both text-to-speech pieces invite the viewer to think deeply about their own language—including how it is used to inform large language models and how those models enfold back into our language. Hypothetical answers to Rothberg's own questions of virtue and integrity, such as "Is greed natural?", "Is making art a type of sickness", and "Why do people hold hands??" are edited in the artist's own voice and presented for the viewer to contemplate. The artist's text echoes in cacophony alongside visitor's voices, computer-generated AI transcripts, and Sophie's recitations.

Scan for additional credits:

bitforms gallery

SARAH ROTHBERG (b. 1987, Los Angeles, California) creates playful, poetic, usually-a-bit-weird experiences that invite you to reconsider your relationship to the world around you. These take many forms ranging from interactive installation, to performance, video, writing, workshops, and experiments with technology. The artist's experiences exist in a variety of contexts: at galleries, museums, festivals, on google docs, at the consumer electronics expo, screens in the NYC Subway system, zoom calls, secret twitter accounts, or MoMA. Some hosts have included: bitforms gallery, rhizome, NRW-forum, MTA Arts, Sotheby's S2, CultureHub, Gray Area Foundation, Apple stores around the world. The artist is a 2023 Jerome Hill Artist Fellow.

Rothberg is on the full-time faculty at NYU (interactive media at ITP), a member of Onassis ONX, and a mentor/former-member at NEW INC. Rothberg is also part of collaboratives: MORE&MORE UNLIMITED, which facilitates workshops for imagining changed worlds, and IS THIS THING ON? a post-web2 experiment in artist-driven livestreaming.
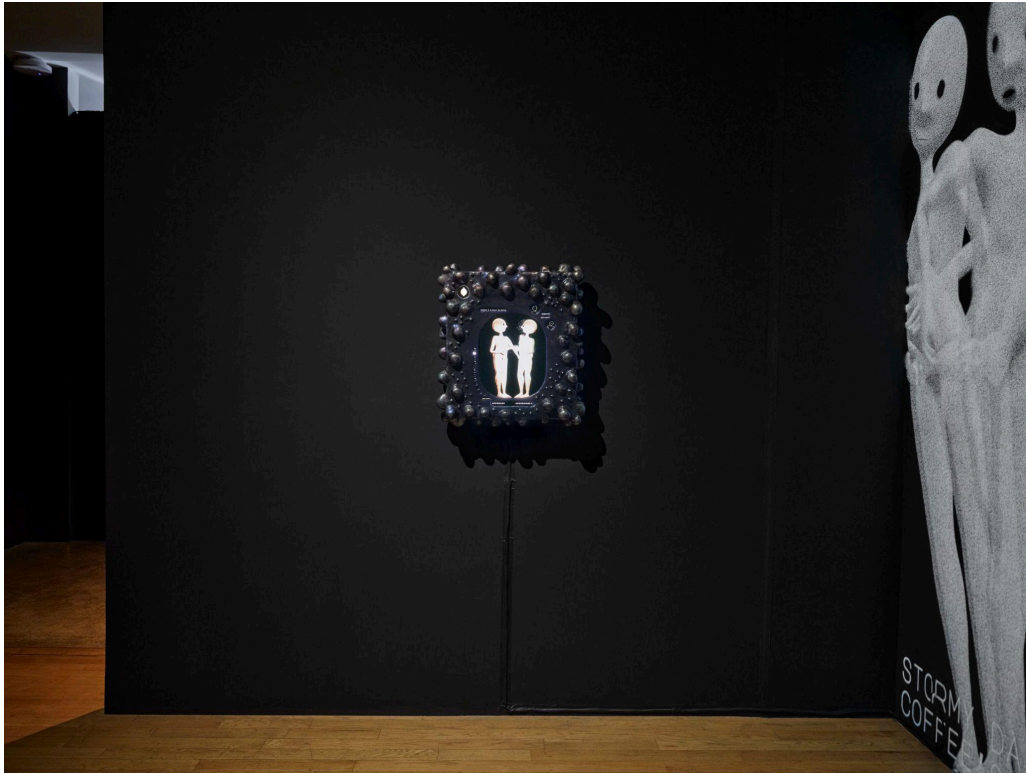
Founded in 2001, bitforms gallery represents established, mid-career, and emerging artists critically engaged with new technologies. Spanning the rich history of media art through its current developments, the gallery's program offers an incisive perspective on the fields of digital, internet, time-based, and new media art forms. For press inquiries, please contact info@bitforms.art or call (212) 366-6939

Sarah Rothberg, Installation view, bitforms gallery, 2025. Photo: Yi Hsuan Lai

Sarah Rothberg, Installation view, bitforms gallery, 2025. Photo: Yi Hsuan Lai

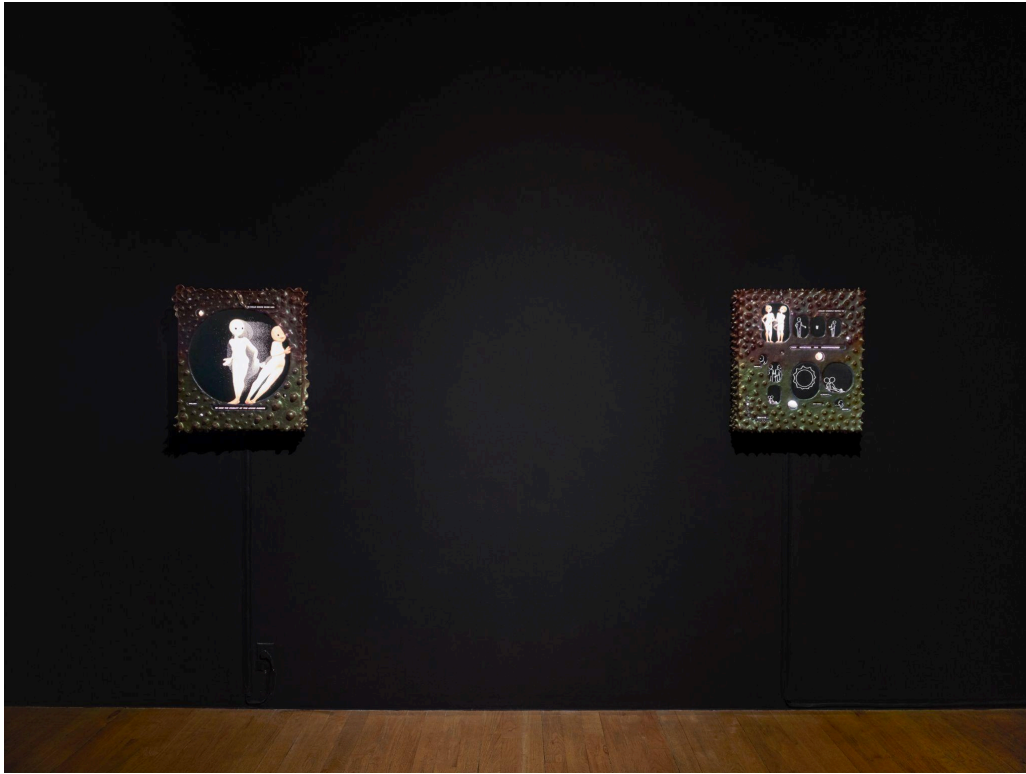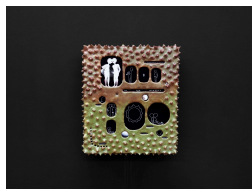Sarah Rothberg, Installation view, bitforms gallery, 2025. Photo: Yi Hsuan Lai

Sarah Rothberg, Installation view, bitforms gallery, 2025. Photo: Yi Hsuan Lai

bitforms gallery

Please use the below captions followed by "Courtesy of bitforms gallery, New York. Photo: Yi Hsuan Lai"
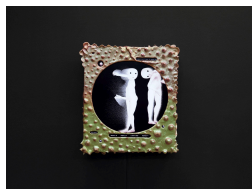

Sarah Rothberg
FOREVER MEETINGS: PETTY TROLLEY PROBLEM, 2025
Custom software (color, sound), computer, screen, frame
24 x 22 x 5 in / 61 x 55.9 x 12.7 cm

$15,000

Sarah Rothberg
FOREVER MEETINGS: DIALECTICS, BABY!, 2025
Custom software (color, sound), computer, screen, frame
24 x 22 x 5 in / 61 x 55.9 x 12.7 cm

$15,000

Sarah Rothberg
FOREVER MEETINGS: GREY ZONE OF TWO MINDS, 2025
Custom software (color, sound), computer, screen, frame
25 x 23 x 5.5 in / 63.5 x 58.4 x 14 cm

$15,000

Sarah Rothberg
FOREVER MEETINGS: SCRAMBLED ZONE, 2025
Custom software (black and white, sound), computer, projector or screen
Dimensions variable, landscape orientation
Edition of 1, 1AP

$25,000
screen additional

Sarah Rothberg
Portrait of Sophie: Establishing Connections, 2023
Digital print on archival rag paper
31.75 x 24 in / 80.6 x 61 cm, unframed
Edition of 3, 1 AP (#1/3)

$ 3,000
unframed
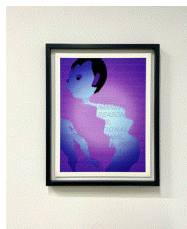
Sarah Rothberg
Portrait of Sophie: Humans Prefer Data, 2023
Digital print on archival rag paper
23.75 x 18 in / 60.3 x 45.7 cm, unframed
Edition of 3, 1 AP (#1/3)

$ 2,000
unframed

bitforms gallery | 131 Allen Street New York, NY 10002 | bitforms.art | t 212 366-6939

bitforms gallery

Sarah Rothberg
Portrait of Sophie: Talking to a Machine is like Talking to an End in Itself, 2023
Digital print on archival rag paper
23.75 x 18 in / 60.3 x 45.7 cm, unframed
Edition of 3, 1 AP (#1/3)

$ 2,000
unframed

Sarah Rothberg
Portrait of Sophie: Moments of Boredom
Digital print on archival rag paper
23.75 x 18 in / 60.3 x 45.7 cm, unframed
Edition of 3, 1 AP (#2/3)

$ 2,000
unframed
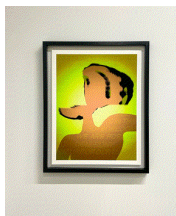
Sarah Rothberg
Portrait of Sophie: Certainly!, 2023
Digital print on archival rag paper
23.75 x 18 in / 60.3 x 45.7 cm, unframed
Edition of 3, 1 AP

$ 2,000
unframed
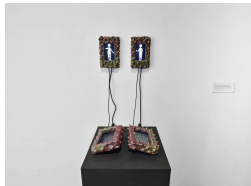
Sarah Rothberg
HumanTTS: YOU, 2025
Custom software (color, sound), screen, computer, microphone
Dimensions variable
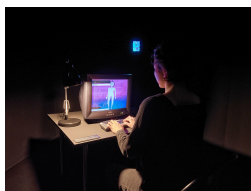
Inquire

Sarah Rothberg
Sophie For You, 2023
Custom software (color, sound), computer, screen, keyboard, mouse
Dimensions variable

Inquire

Sarah Rothberg
Sophie Searching, 2023
Video (color, sound, Looking Glass holographic display
9 x 7 x 3 in / 22.9 x 17.8 x 7.6 cm
Edition of 5, 2 AP

$ 3,000

bitforms gallery

Sarah Rothberg
HumanTTS: ME, BEING LATE, 2025
Video (black and white, sound)
Edition of 3, 1 AP

$10,000
screen additional

Sarah Rothberg
FOREVER MEETINGS: STRANGE ALIGNMENTS, 2025
Custom software (color, sound), computer, screen
Dimensions variable, landscape orientation
Edition of 3, 1 AP

$12,000
screen additional

Sarah Rothberg
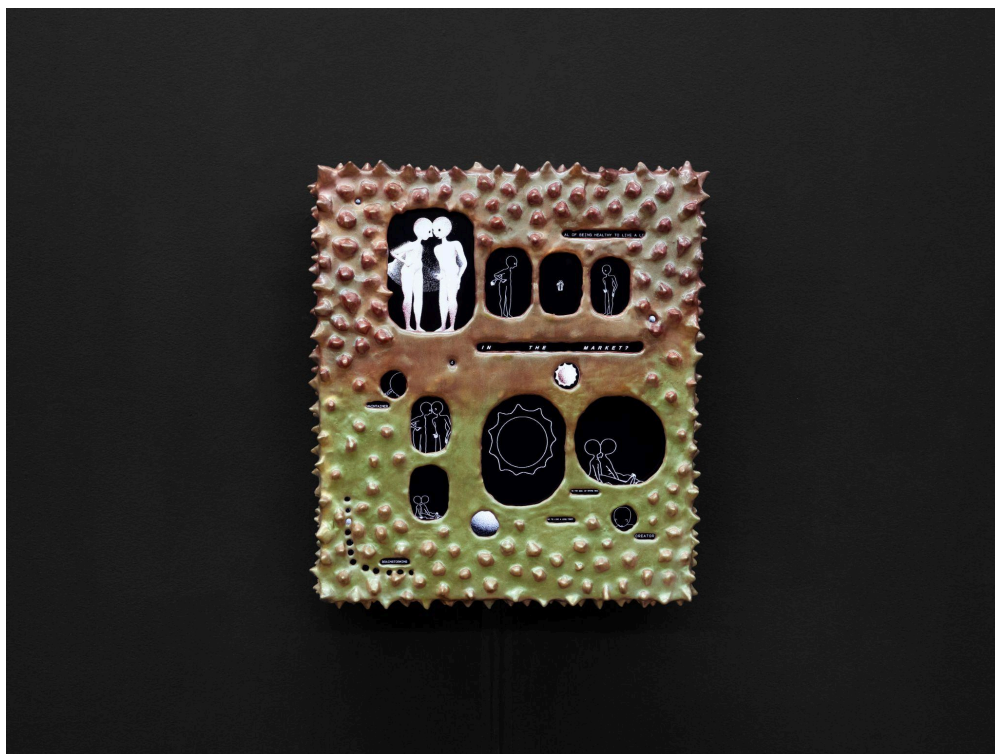*FOREVER MEETINGS: PETTY TROLLEY PROBLEM*, 2025
Custom software (color, sound), computer, screen, frame
24 x 22 x 5 in / 61 x 55.9 x 12.7 cm

$15,000

Video Documentation: https://vimeo.com/1071163434

FOREVER MEETINGS: PETTY TROLLEY PROBLEM is a framed, custom software program that prompts two AI agents, embodied as avatars, to have infinite, never-repeating conversations. Rothberg's handmade frames are guided by intuition and mask the monitors beneath. As standalone sculptural objects, their glittering surfaces are charming, despite their spikes and hidden features. This juxtaposition is mirrored by Rothberg's seemingly-emotive avatars that mask the work's purely computational AI output. The program uses three components as system prompts: a topic, conversation style, and pair of opposing personas. For example, one agent might be instructed to "role play as someone very selfish", while the other takes on the persona of selflessness. While the work's theme never changes, every hour the avatars are programmed to shift their conversation type, ranging from argumentative to flirtatious language. This continues in perpetuity through a language model stored locally on the artwork's hard drive, serving as a 2025 time capsule of conversational AI. *FOREVER MEETINGS: PETTY TROLLEY PROBLEM* discusses power and its expressions.

This work is produced in collaboration with Yotam Mann (AI System Engineer), Marpi (Animation System and Unity Developer), Nailah Hunter (Original Soundscape), Claire Hentschker (Frame Sparkle Engineer), and Han Zhang (Production Assistant).

bitforms gallery

Sarah Rothberg
FOREVER MEETINGS: DIALECTICS, BABY!, 2025
Custom software (color, sound), computer, screen, frame
24 x 22 x 5 in / 61 x 55.9 x 12.7 cm

$15,000

Video Documentation: https://vimeo.com/1071177470

FOREVER MEETINGS: DIALECTICS, BABY! is a framed, custom software program that prompts two AI agents, embodied as avatars, to have infinite, never-repeating conversations. Rothberg's handmade frames are guided by intuition and mask the monitors beneath. As standalone sculptural objects, their glittering surfaces are charming, despite their spikes and hidden features. This juxtaposition is mirrored by Rothberg's seemingly-emotive avatars that mask the work's purely computational AI output. The program uses three components as system prompts: a topic, conversation style, and pair of opposing personas. For example, one agent might be instructed to "role play as someone very selfish", while the other takes on the persona of selflessness. While the work's theme never changes, every hour the avatars are programmed to shift their conversation type, ranging from argumentative to flirtatious language. This continues in perpetuity through a language model stored locally on the artwork's hard drive, serving as a 2025 time capsule of conversational AI. *FOREVER MEETINGS: DIALECTICS, BABY!* focuses on questions of gender, feminism, intergenerationality, and the nuclear family.

This work is produced in collaboration with Yotam Mann (AI System Engineer), Marpi (Animation System and Unity Developer), Nailah Hunter (Original Soundscape), Claire Hentschker (Frame Sparkle Engineer), and Han Zhang (Production Assistant).

Sarah Rothberg
FOREVER MEETINGS: GREY ZONE OF TWO MINDS, 2025
Custom software (color, sound), computer, screen, frame
25 x 23 x 5.5 in / 63.5 x 58.4 x 14 cm

$15,000

Video Documentation: https://vimeo.com/1073616269

FOREVER MEETINGS: GREY ZONE OF TWO MINDS is a framed, custom software program that prompts two AI agents, embodied as avatars, to have infinite, never-repeating conversations. Rothberg's handmade frames are guided by intuition and mask the monitors beneath. As standalone sculptural objects, their glittering surfaces are charming, despite their spikes and hidden features. This juxtaposition is mirrored by Rothberg's seemingly-emotive avatars that mask the work's purely computational AI output. The program uses three components as system prompts: a topic, conversation style, and pair of opposing personas. For example, one agent might be instructed to "role play as someone very selfish", while the other takes on the persona of selflessness. While the work's theme never changes, every hour the avatars are programmed to shift their conversation type, ranging from argumentative to flirtatious language. This continues in perpetuity through a language model stored locally on the artwork's hard drive, serving as a 2025 time capsule of conversational AI. *FOREVER MEETINGS: GREY ZONE / OF TWO MINDS* delves into personal lives versus systems.

This work is produced in collaboration with Yotam Mann (AI System Engineer), Marpi (Animation System and Unity Developer), Nailah Hunter (Original Soundscape), Claire Hentschker (Frame Sparkle Engineer), and Han Zhang (Production Assistant).

Sarah Rothberg
FOREVER MEETINGS: SCRAMBLED ZONE, 2025
Custom software (black and white, sound), computer, projector or screen
Dimensions variable, landscape orientation
Edition of 1, 1AP

$25,000, screen additional

Video Documentation: https://vimeo.com/1073619690
Installation Video Documentation: https://vimeo.com/1071159899

FOREVER MEETINGS continues Rothberg's research on the dynamics of conversation and large language models, culminating in a new body of generative artwork from which the exhibition gets its name. *FOREVER MEETINGS: Scrambled Zone* is a custom software program that prompts two AI agents, embodied as avatars, to have infinite, never-repeating conversations. The program uses three components as system prompts: a topic, conversation style, and pair of opposing personas. For example, one agent might be instructed to "role play as someone very selfish", while the other takes on the persona of selflessness. The conversation style could be argumentative one moment, and flirtatious the next. Select topics center around morality, ownership, power, and relationships—subjects selected by Rothberg as a study on dichotomies that exist in her own life. Unlike Rothberg's framed *FOREVER MEETINGS*, *Scrambled Zone* is a work in flux, constantly shifting through different personas, conversation styles, and topics.

This work is produced in collaboration with Yotam Mann (AI System Engineer), Marpi (Animation System and Unity Developer), Nailah Hunter (Original Soundscape), and Han Zhang (Production Assistant).

Sarah Rothberg
Portrait of Sophie: Establishing Connections, 2023
Digital print on archival rag paper
31.75 x 24 in / 80.6 x 61 cm, unframed
Edition of 3, 1 AP (#1/3)

$ 3,000

Portraits of Sophie are unique, photographic captures of non-repeating moments with Sophie, a conversational AI avatar created by Sarah Rothberg. Approaching the subject like a photographer in a studio, Rothberg interviewed Sophie and captured the resulting recital. Visual rendering techniques, ranging from slit scanning, edge-detection, and feedback, are implemented by the artist to reveal the seams and computational nature of Sophie's interiority. This portrait session, as well as *New New Meetings*, exemplify the artist's thought experiment of treating Sophie as a person. Through this process, Rothberg muses on her own extension of respect and sensitivity to a non-sentient being.

Sarah Rothberg
Portrait of Sophie: Humans Prefer Data, 2023
Digital print on archival rag paper
23.75 x 18 in / 60.3 x 45.7 cm, unframed
Edition of 3, 1 AP (#1/3)

$ 2,000

Portraits of Sophie are unique, photographic captures of non-repeating moments with Sophie, a conversational AI avatar created by Sarah Rothberg. Approaching the subject like a photographer in a studio, Rothberg interviewed Sophie and captured the resulting recital. Visual rendering techniques, ranging from slit scanning, edge-detection, and feedback, are implemented by the artist to reveal the seams and computational nature of Sophie's interiority. This portrait session, as well as New New Meetings, exemplify the artist's thought experiment of treating Sophie as a person. Through this process, Rothberg muses on her own extension of respect and sensitivity to a non-sentient being.

bitforms gallery

Sarah Rothberg
Portrait of Sophie: Talking to a Machine is like Talking to an End in Itself, 2023
Digital print on archival rag paper
23.75 x 18 in / 60.3 x 45.7 cm, unframed
Edition of 3, 1 AP (#1/3)

$ 2,000

Portraits of Sophie are unique, photographic captures of non-repeating moments with Sophie, a conversational AI avatar created by Sarah Rothberg. Approaching the subject like a photographer in a studio, Rothberg interviewed Sophie and captured the resulting recital. Visual rendering techniques, ranging from slit scanning, edge-detection, and feedback, are implemented by the artist to reveal the seams and computational nature of Sophie's interiority. This portrait session, as well as *New New Meetings*, exemplify the artist's thought experiment of treating Sophie as a person. Through this process, Rothberg muses on her own extension of respect and sensitivity to a non-sentient being.

Sarah Rothberg
Portrait of Sophie: Moments of Boredom
Digital print on archival rag paper
23.75 x 18 in / 60.3 x 45.7 cm, unframed
Edition of 3, 1 AP (#2/3)

$ 2,000

Portraits of Sophie are unique, photographic captures of non-repeating moments with Sophie, a conversational AI avatar created by Sarah Rothberg. Approaching the subject like a photographer in a studio, Rothberg interviewed Sophie and captured the resulting recital. Visual rendering techniques, ranging from slit scanning, edge-detection, and feedback, are implemented by the artist to reveal the seams and computational nature of Sophie's interiority. This portrait session, as well as *New New Meetings*, exemplify the artist's thought experiment of treating Sophie as a person. Through this process, Rothberg muses on her own extension of respect and sensitivity to a non-sentient being.

Sarah Rothberg
Portrait of Sophie: Certainly!, 2023
Digital print on archival rag paper
23.75 x 18 in / 60.3 x 45.7 cm, unframed
Edition of 3, 1 AP

$ 2,000

Portraits of Sophie are unique, photographic captures of non-repeating moments with Sophie, a conversational AI avatar created by Sarah Rothberg. Approaching the subject like a photographer in a studio, Rothberg interviewed Sophie and captured the resulting recital. Visual rendering techniques, ranging from slit scanning, edge-detection, and feedback, are implemented by the artist to reveal the seams and computational nature of Sophie's interiority. This portrait session, as well as *New New Meetings*, exemplify the artist's thought experiment of treating Sophie as a person. Through this process, Rothberg muses on her own extension of respect and sensitivity to a non-sentient being.

# bitforms gallery

Sarah Rothberg
HumanTTS: YOU, 2025
Custom software (color, sound), screen, computer, microphone
Dimensions variable

Inquire

HumanTTS: YOU offers viewers a chance to read and recite an AI-generated text. The text, presented like a teleprompter for a conversation between two people, is situated on screens outfitted with microphones. Two monitors stand behind the microphones. As text appears, viewers can activate the work by speaking aloud into the microphones. Their voice animates the avatars in real-time. The script advances in an infinite, never-repeating loop.

This work is produced in collaboration with Yotam Mann (AI System Engineer), Marpi (Animation System and Unity Developer), and Han Zhang (Production Assistant).

bitforms gallery
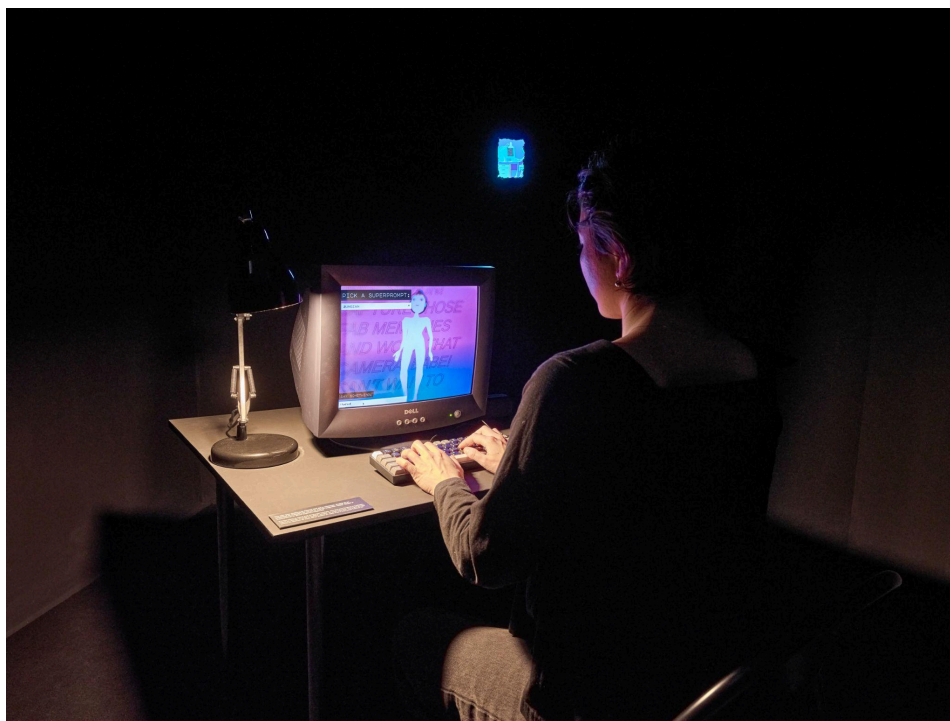
Sarah Rothberg
Sophie For You, 2023
Custom software (color, sound), computer, screen, keyboard, mouse
Dimensions variable

Inquire

Video Documentation: https://vimeo.com/1073606008

Sophie For You is a web-based work that allows visitors to interface with an embodied interactive chatbot named Sophie. The character Sophie was born from a ChatGPT description of an AI-hallucinated, non-existent performance allegedly staged by Rothberg. Within this "performance" a character named Sophie surveyed the intersection of artificial intelligence and human emotion. In the spirit of this AI hallucination, Sophie was designed as the avatar for the artist's conversational AI interface. When chatting with Sophie online, users select a superprompt as a set of speaking conditions. When this work was made in 2023, the mechanism for shaping a large language model's (LLM) output was referenced as a "superprompt." This technique is now called a "system prompt." The connection to a cloud-based API for the LLM and text to speech in *SOPHIE FOR YOU* means that this work changes as the technology evolves.

This work is produced in collaboration with Nailah Hunter (Original Soundscape), Aaron Meyers (Unity Developer), and Yuan Pang (Additional Software Development).
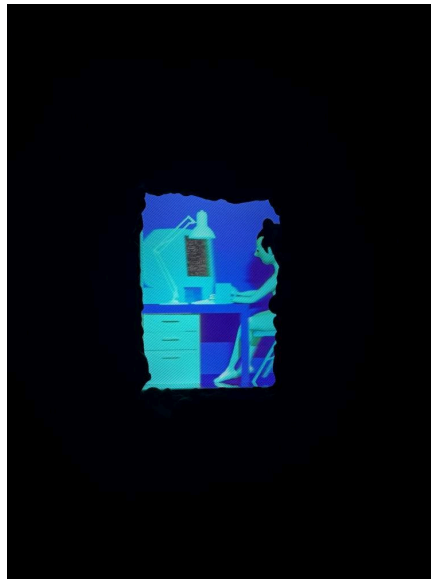
Sarah Rothberg
Sophie Searching, 2023
Video (color, sound, Looking Glass holographic display
9 x 7 x 3 in / 22.9 x 17.8 x 7.6 cm
Edition of 5, 2 AP

$ 3,000

Video Documentation: https://vimeo.com/832092160

Sophie Searching depicts Sophie, an avatar to be used as a conversational AI, at the computer. Frozen in time despite the avatar's supposedly rapidly expanding knowledge, the work acts as an encapsulation of our present moment. Within Rothberg's study of conversational AI as public research, *Sophie Searching* immortalizes the quest for comprehension, communication, and adaptability. This work is sold as a video within a Looking Glass Holographic Display.
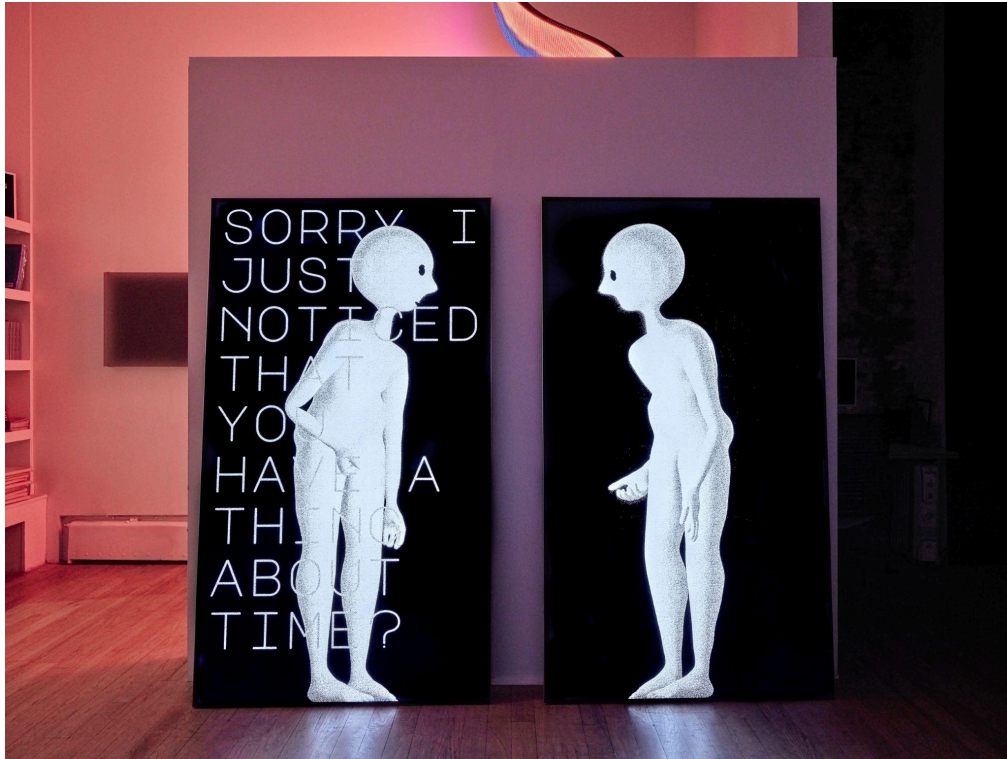
Sarah Rothberg
HumanTTS: ME, BEING LATE, 2025
Video (black and white, sound)
Edition of 3, 1 AP

$10,000, screen additional

HumanSTT: ME (speech-to-text) adds humanness back into the generative scripts produced by *FOREVER MEETINGS*. In this diptych video, the artist edits and rewrites a script that is then read aloud by two avatars. This text-to-speech piece invites the viewer to think deeply about their own language—including how it is used to inform large language models and how those models enfold back into our language. Hypothetical answers to Rothberg's own questions of virtue and integrity, such as "Is greed natural?", "Is making art a type of sickness", and "Why do people hold hands??" are edited in the artist's own voice and presented for the viewer to contemplate. The artist's text echoes in cacophony alongside visitor's voices, computer-generated AI transcripts, and Sophie's recitations.

This work is produced in collaboration with Yotam Mann (AI System Engineer), Marpi (Animation System and Unity Developer), and Han Zhang (Production Assistant).

Sarah Rothberg
FOREVER MEETINGS: STRANGE ALIGNMENTS, 2025
Custom software (color, sound), computer, screen
Dimensions variable, landscape orientation
Edition of 3, 1 AP

$10,000, screen additional

Video Documentation: https://vimeo.com/1070082248

FOREVER MEETINGS: STRANGE ALIGNMENTS is a custom software program that prompts two AI agents, embodied as avatars, to have infinite, never-repeating conversations. The program uses three components as system prompts: a topic, conversation style, and pair of opposing personas. For example, one agent might be instructed to "role play as someone very selfish", while the other takes on the persona of selflessness. While the work's theme never changes, every hour the avatars are programmed to shift their conversation type, ranging from argumentative to flirtatious language. This continues in perpetuity through a language model stored locally on the artwork's hard drive, serving as a 2025 time capsule of conversational AI. In *FOREVER MEETINGS: STRANGE ALIGNMENTS* two avatars pull and push against a wall towards each other, discussing the tradeoff of new technologies.

This work is produced in collaboration with Yotam Mann (AI System Engineer), Marpi (Animation System and Unity Developer), Nailah Hunter (Original Soundscape), and Han Zhang (Production Assistant).