DATA NEVER DIES at IMPAKT in Utrecht

The concept of immortality has now taken on a new worrying and perhaps sinister me

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This exhibition title can be read in many ways. In one sense, it is a solemn warnin statement in your face, but the content of its message is no longer shocking. *Dat Never Dies* can be seen as neutral information, but it is also a jab at the way we subconsciously consent to something that some of us may not even be aware of at the irony that we have no control over our own data.

Some may say that death has never been something we have ever had control ov anyway. But does data from before the onset of AI and the digital age ever die? T data that concerns *you*, right now, can be modified, manipulated, concealed and

exaggerated to represent you in ways that you have never been. Data from you i longer data for you. Data about you is not necessarily you. Would you be replace data that you do not identify with? And when that data lives, do *you* die?

Such questions are at the core of the investigation in this exhibition, which featur works spanning video, sound installation, drawing and other media. I was pleasar surprised by the interactive elements of the works, particularly *Cache Cleanse* by Gjorgji Despodov and *Deletion Process* by Kyriaki Goni. I approached *Cache Clear* with a sort of bewilderment, which was quickly replaced by glee when I got close encountered the writing and materials such as kinetic sand and slime that visitors play with. The set-up recalls religious rituals, which, for me, begs the question of close we are as a society to interacting with media as if it were our god: a connec to one another and to something bigger than ourselves. This installation invites u return to our guttural instincts as children — to play, to investigate, and to conne beginning with ourselves in the present and our sense of touch.

Deletion Process is another playful take on a serious topic. In this interactive installation, your decision-making in the digital realm takes centre stage and is translated into an immediately visible and tangible output, reminding us of the ir we make with every subconscious and hastily made choice online. The installatio highlights how our digital devices and online presence have become an archive c what defines us, leading us to fear the loss of this data. At the same time, we fear big corporations can utilise our data. But does deletion truly clear our digital trac What have we already consented to without full awareness and clarity? What do sacrifice in the name of convenience and ease? This elegant, playful, yet dark artv sheds light on our positionality within a larger database, and our blind spots with system of power and control. **Rosina Lui, 26th September 2026**

Data Never Dies continues until 15th November 2026

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