

## Felicity Hammond: *V3: Model Collapse* 27 June – 21 September 2025

Coming to The Photographers' Gallery this summer, *Variations* is an evolving installation investigating the processes and power dynamics at play in a new era of photography.

Commissioned by Photoworks and the Ampersand Foundation, across four consecutive UK venues in 2024-25, Felicity Hammond (b. 1988, UK) uses artificial intelligence (AI) to map how digital photographic material makes its journey from mineral to pixel; and from beneath the Earth's surface to the screen.

*Variations* reflects on the entanglement of contemporary image-making with the politics of surveillance, data extraction and the exploitation of land, resources and labour.

During the staging of each 'variation', photographs and data are collected from the exhibition space and people in it. The collected data and images are then used as training sets for the next venue. As with AI image creation, the logic from past datasets is reiterated in each new work, mimicking the constantly evolving data sets that inform machine learning platforms.

AI models are said to only be as good as the data they are trained on, so what happens when AI is trained with itself? In *V3: Model Collapse* at The Photographers' Gallery, Hammond asks 'What happens when AI-generated images that aren't physical things in the material world are fed back into it? How does it interpret that data, and how do they start to shift and almost poison the machine?'

*V3: Model Collapse* offers an encounter with AI hallucinations through photographic images that have been destabilised. Using different methods from painting to collage, the photographs reflect the errors and inconsistencies of AI generated images, where the output is always an imitation.

The resulting images depict distorted perspectives and ghostly figures. They begin to collapse and fall apart, full of impossibilities and inaccuracies. *Variations* invites us to act as both witnesses to, and participants in, the process of machine learning. In doing so, it asks us to question the long-term impact AI has on photography.

The third chapter of the four-part project, *V3: Model Collapse* follows on from:

*V1: Content Aware* which reflected on the global infrastructure that supports the digital economy (Photoworks Weekender, Brighton, October 2024).

*V2: Rigged* which brought together extractive processes that exploit people and the land and deplete resources (QUAD Gallery, FORMAT International Photography Festival, Derby, 13 March – 15 June 2025)

Following *V3: Model Collapse* at The Photographer's Gallery this summer, the final chapter in the four-part project *V4: Repository* will highlight the role of the data storage centre as a site of transmission and as an extractive and polluting process in its own

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right. V4 will be on show at Stills Centre for Photography in Edinburgh later this year (6 November 2025 – 7 February 2026).

*Variations* is commissioned through the Ampersand Foundation & Photoworks Fellowship, a unique biennial opportunity that supports a mid-career artist to create and exhibit a new body of work.

-ENDS-

#### **Notes to Editors**

For further information on exhibitions and for press images and credits/captions, please contact Robyn Deane [robyn@margaretlondon.com](mailto:robyn@margaretlondon.com) / Alex Finch [alex@margaretlondon.com](mailto:alex@margaretlondon.com).

For general information and enquiries about The Photographers' Gallery, including the archive, Print Sales Gallery, or Bookshop contact: [press@tpg.org.uk](mailto:press@tpg.org.uk).

#### **Felicity Hammond**

Felicity Hammond (b. 1988, Birmingham, UK) is an artist based in South London. Hammond received an MA in Photography from the Royal College of Art in London in 2014 and a PhD in Contemporary Art Research from Kingston University in 2021. Her first institutional solo exhibition *Remains in Development* took place in 2020/2021 at C/O Berlin and Kunsthall Extra City Antwerp. She has exhibited her work in international group exhibitions at museums and galleries including Fondazione Mast Bologna, Fotomuseum Winterthur, VOX Centre de l'image Contemporaine Montreal, Higher Pictures New York and Saatchi Gallery London, amongst others. Hammond has worked on a number of public art works, including a 30 metre site-specific work for Photo 2021 Melbourne, Australia and a large scale installation for Colchester and Ipswich Museum, UK. Hammond's work has received and been nominated for a number of awards, including being the recipient of the Ampersand Photoworks Fellowship (2023). She was awarded the Lumen Art Prize (2018), FOAM Talent (2016), and the British Journal of Photography International Photography Award (single image winner, 2016). Hammond's first book, *Property*, was published in 2019 by SPBH Editions.

#### **The Photographers' Gallery**

The Photographers' Gallery explores how photography is connecting, captivating and radically changing our world today. The Gallery's programme and spaces – from exhibitions, talks, workshops and digital platforms, to the galleries, shop and cafe – all explore the beauty, complexity and future of photography. Right outside the Gallery, the very best of contemporary photography is shown for free, day and night, in Soho Photography Quarter.

Find out more at: [thephotographersgallery.org.uk](http://thephotographersgallery.org.uk).

#### **Photoworks**

Photoworks champions photography for everyone. We are an international platform, global in reach, and have provided opportunities for artists and audiences since 1995. Our programme brings new experiences to audiences and opens up new ways to encounter photography including the Photoworks Festival (next festival 2026). Photoworks is a registered charity and the only organisation with a national remit for photography in England. Our work is supported by public funding through Arts Council England's National Portfolio. For media information please contact Nicola Jeffs: [nj@nicolajeffs.com](mailto:nj@nicolajeffs.com), [photoworks.org.uk](http://photoworks.org.uk), [@photoworks\\_uk](https://www.instagram.com/photoworks_uk)

### The Ampersand Foundation

The Ampersand Foundation is a UK grant-awarding charity that exclusively supports the visual arts. The Foundation supports high-quality exhibitions and projects, provided they are free to the public at least one day per week. They also support public collection expansion, artists' residencies and fellowships. The Foundation is focused mainly on supporting institutions and projects within the United Kingdom.

[The Ampersand Foundation](#)

### The Ampersand/Photoworks Fellowship

The biennial Ampersand/Photoworks Fellowship is an opportunity for a mid-career artist to complete and exhibit a new body of work. It aims to enable the artist through a combination of support including a £15,000 award; mentoring and curatorial support; a dedicated public programme and digital content with international reach; a production budget and a touring exhibition

Visitor information – The Photographers' Gallery

Monday – Wednesday 10am – 6pm

Thursday & Friday 10am – 8pm

Saturday 10am – 6pm

Sunday & bank holidays 11am – 6pm

Tickets – your ticket covers entry to all exhibitions on the day of your visit

£10 / £7 concessions (members go free)

[Save with advance online booking: £8.50 / £6 concessions](#)

Currently on show at The Photographers' Gallery until Sunday 15 June 2025:

*Deutsche Börse Photography Foundation Prize 2025*

*Peter Mitchell: Nothing Lasts Forever*.

*Dennis Morris: Music + Life* will be on show alongside [Felicity Hammond: V3: Model Collapse](#)

At the Print Sales Gallery, *Alma Haser: Everything has an End, Only a Sausage has Two* is on show until 22 June 2025, free

Coming up at The Photographers' Gallery in 2025

The Photographers' Gallery

16-18 Ramillies Street, London, W1F 7LW

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**THE  
PHOTOGRAPHERS'  
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**& THE AMPERSAND  
FOUNDATION**

**SPECTRUM ■■■**