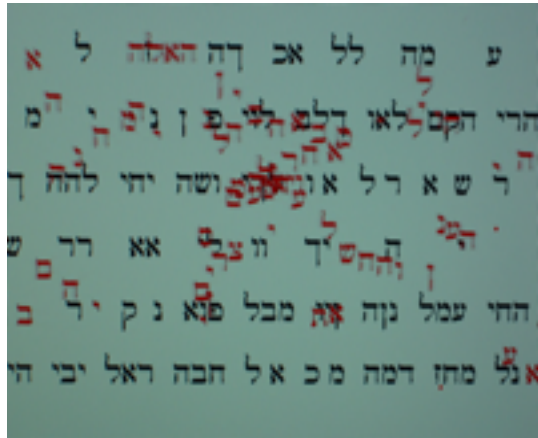# The Ineffable

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In Jewish tradition, text living and words have power. According to Jewish mystics, correctly uttering the seventy-two-part unspeakable name of God can animate a golem. Be warned – it is also said to cause immediate death an impure speaker. The correct pronunciation this ancient name is lost. In "The Ineffable," animate Hebrew letters and vowels struggle reconstruct this name, but only in the close presence of humans viewing their effort.

By inhabiting the intersection of artificial intelligence and Kabbalah (Jewish mysticism), "the Ineffable" juxtaposes the ancient with the modern and questions the relationship between religion and science.

Physical/Technical Description:

In the "The Ineffable," a computer monitor sits atop a pedestal. At the pedestal's base, lies a standard garden-variety security-system motion detector. Initially, the computer monitor displays a three-sentence excerpt from Exodus. When the motion detector senses the presence of a person in front of the pedestal, the text on the screen transforms into the ineffable name of god, according to a centuries-old Kabalistic algorithm. Using agent-based artificial intelligence techniques, vowels move across the screen hoping to rediscover the ancient magical incantation. When no one is present to view (or read) the work, the name reverts to it's source text from Exodus.

About the Artist:

Eitan Mendelowitz professor Computing and the Arts Smith College's Department Computer Science. Eitan has collaborated on interactive art installations exhibited internationally at venues including SIGGRAPH, ArtFutura, and ArsElectronica. Eitan the process of completing his Ph.D. computer science from UCLA and achieved MFA (2002) from Department of Design | Media Arts.

Eitan's artwork explores the cultural implications of the algorithmic creation of meaning while exposing the wonder inherent the generation knowledge.