



AssassinBambi, 2018

GTA V is a 2019 series by Los Angeles artist Simon Bermeo-Ehmann. The series showcases his curatorial practice using imagery sourced from the multiplayer video game, Grand Theft Auto V (GTA V) published by Rockstar Games in 2013.

“The game is set in the fictional state of San Andreas—based loosely on Southern California—within which players commit virtual crimes: stealing, killing, speeding cars through highways, and smashing anything in their path. Also programmed into the game’s possible activities is, surprisingly, photography.”

-Zach McLane, “Simon Bermeo-Ehmann and GTA V: What Makes a Photograph Virtual?”

Described as “a lie within a lie within a lie,” Simon takes these images made within the life-like simulation, and introduces them to reality in the form of printed photographic objects. Taking the concept one step further, SBE will showcase his works with Pop Gun Art, in one of the first major VR gallery exhibitions of NFTs.

The artist talk featured Simon, curator Gunner Dongieux (Pop Gun Art), Dr. Mikey Fischer (PHD Stanford), Cyan D’Anjou (ArtX), Noah DeWald, and Giovanni Gutierrez.

Topics of conversation include Jean Baudrillard’s stages of simulation, Richard Prince, appropriation, ownership, and how the NFT space relates to it all.

Simon Bermeo-Ehmann is a visual artist based in Los Angeles, California. His practice evolved out of a formal education in photography but he’s shifted his attention towards the imposing reach of media; exploring ideas of exchange, sampling and remixing through found objects, video collage, and appropriated imagery. His work examines the fate of modern images and sounds as they are shared, edited, flattened, converted and remixed to a point where the original is forgotten completely. Prodding at the concept of decentralization, his work raises questions of ownership, authenticity and truth in an age where everything is borrowed.

Simon Bermeo-Ehmann:

<http://www.simonbermeo.com/>

Pop Gun Art Collection:

<https://opensea.io/account/pop-gun-art>