

Joerg Hurschler

1. Portfolio - selected works

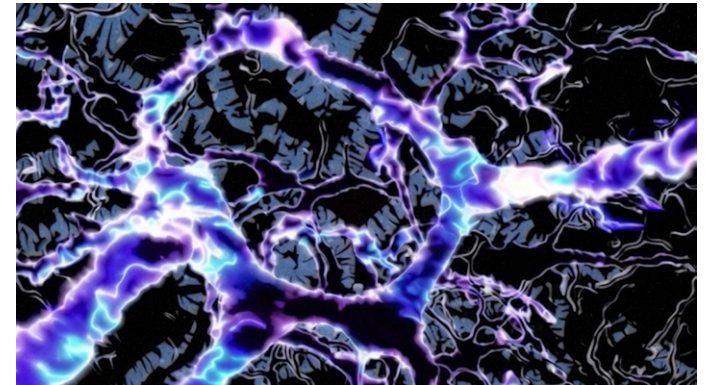
2. CV

VERSCHWOMMENER MOND

AI-generated videos for a theatre piece - 2025

Deadworld Protocol documents familiar suburbs, yet subtle fractures open up in rows of houses, streets, and playgrounds: water moves unnaturally, buildings repeat themselves, lights freeze in the sky. The everyday slips into the uncanny. A visual record of a world that feels real but was never lived in.

More: <https://joerghurschler.com/Verschwommener-Mond.html>
<https://youtu.be/Tx9fHkjufJQ?si=NRI55jtOdnw0fvvP>



ADRIA OLIVE OIL

AI-generated commercial concept study - 2026

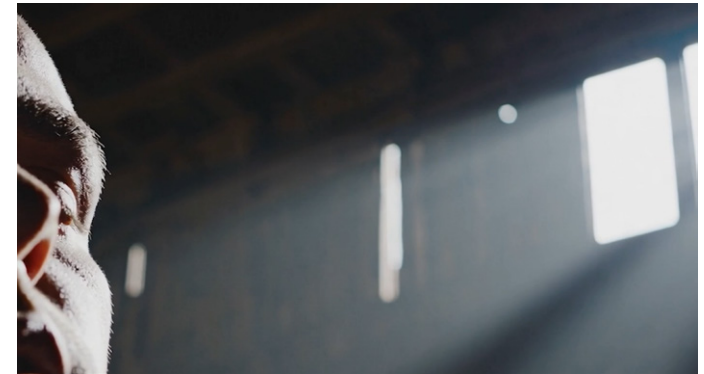
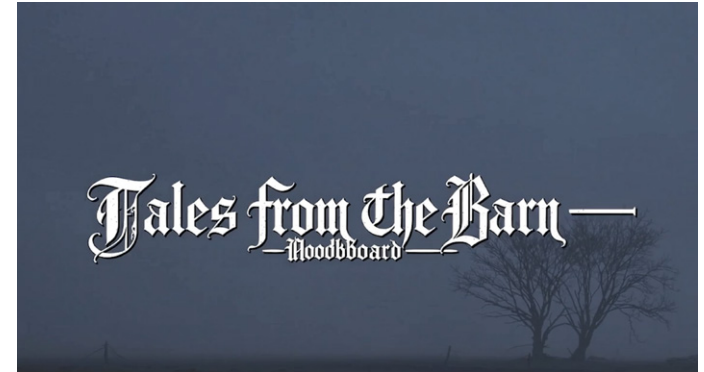
More: <https://kdrive.infomaniak.com/app/share/1989635/2170e267-4d9c-4d74-b6aa-34395481d1e7>



TALES FROM THE BARN

AI-generated mood study for a fictional film - 2025

More: <https://kdrive.infomaniak.com/app/share/1989635/27cc5b26-b035-406d-bb28-ae331f5d0f28/preview/video/9>



DEADWORLD PROTOCOL

AI-generated short film - 2025

Deadworld Protocol documents familiar suburbs, yet subtle fractures open up in rows of houses, streets, and playgrounds: water moves unnaturally, buildings repeat themselves, lights freeze in the sky. The everyday slips into the uncanny. A visual record of a world that feels real but was never lived in.

More: <https://youtu.be/dajgVKV0RpE?si=8-eGk99b16VMY-5Z>



CHASSE FUGACE

Photographs taken by a trail camera, modified by artificial intelligence - 2025

Chasse fugace explores how stories and technologies transform our perception of reality. Using images of animals captured at the Fort d'Aubervilliers — a place steeped in history: war, animal experimentation, ghosts... — the project employs artificial intelligence to reveal a new visual dimension, somewhere between reality and fiction. The photographs become points of contact between collective memory, imagination, and generated storytelling.

More: <https://joerghurschler.com/chasse-fugace.html>

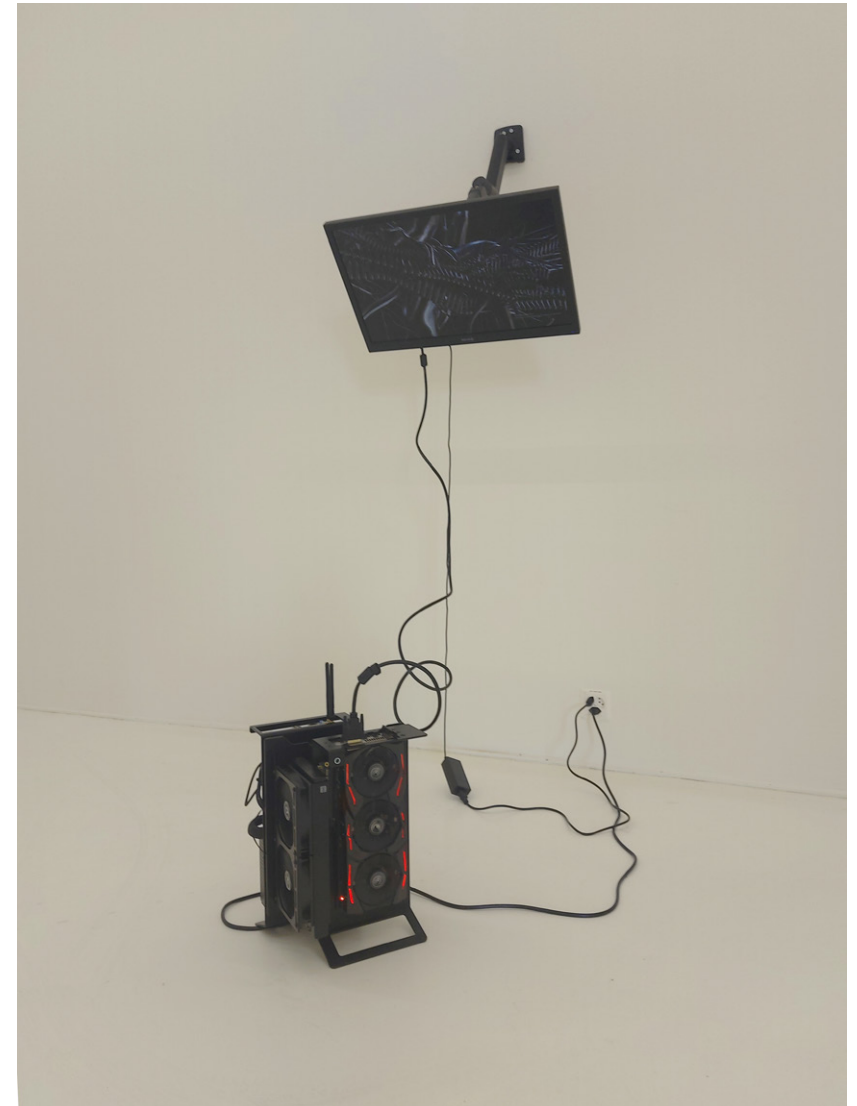


THE AESTHETICS OF STATE ZERO - BODY_0.2

Sculpture (Computer parts, screen, 3D Animation) - 2025

This work is part of a series of sculptures that explore the role of digital technologies in our society and how technological systems shape our worldview.

More: https://joerghurschler.com/Theaestheticsofstatezero_body_0.2.html

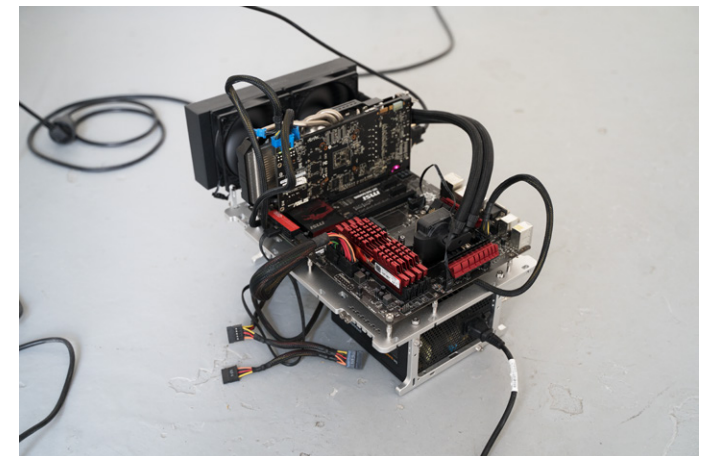
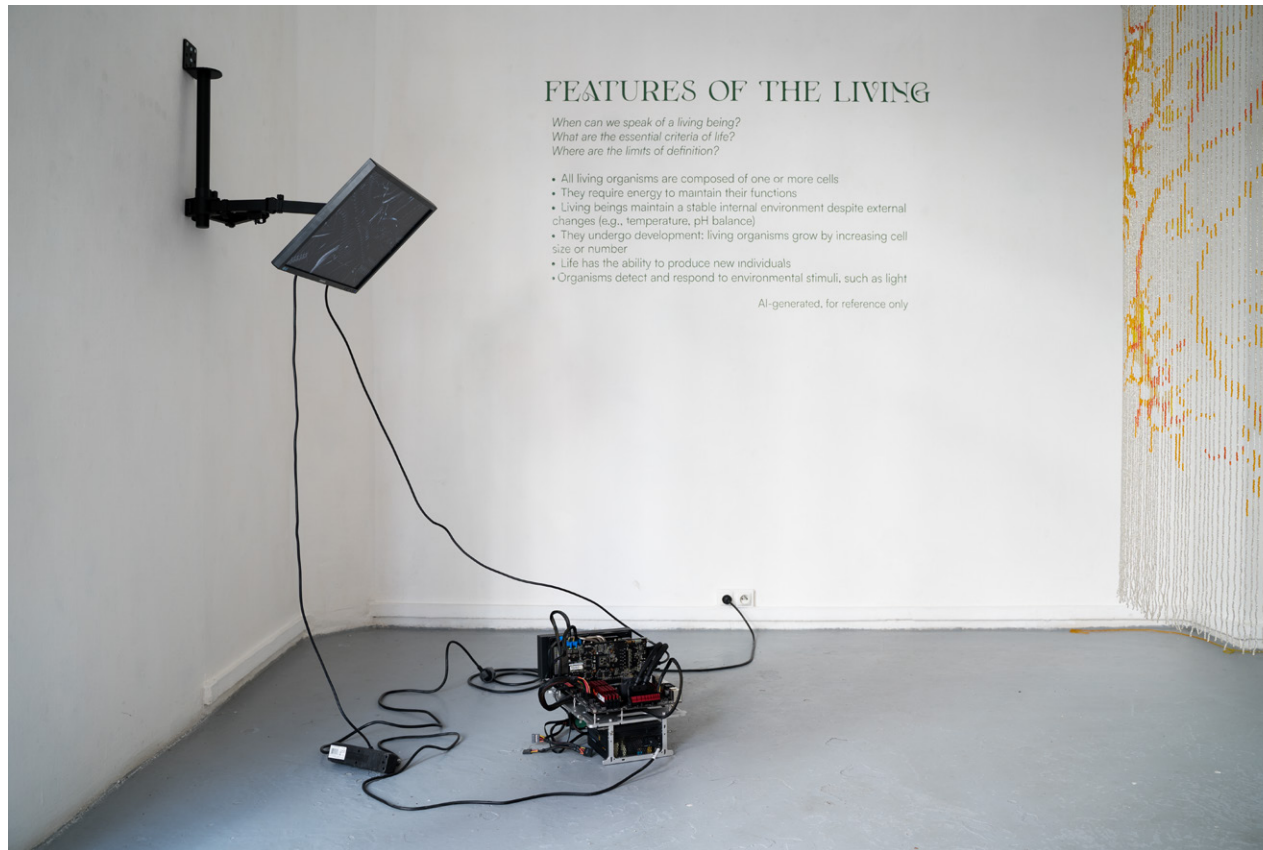


THE AESTHETICS OF STATE ZERO - BODY_0.1

Sculpture (Computer parts, screen, 3D Animation) - 2025

This work is part of a series of sculptures that explore the role of digital technologies in our society and how technological systems shape our worldview.

More: https://joerghurschler.com/Theaestheticsofstatezero_body_0.1.html



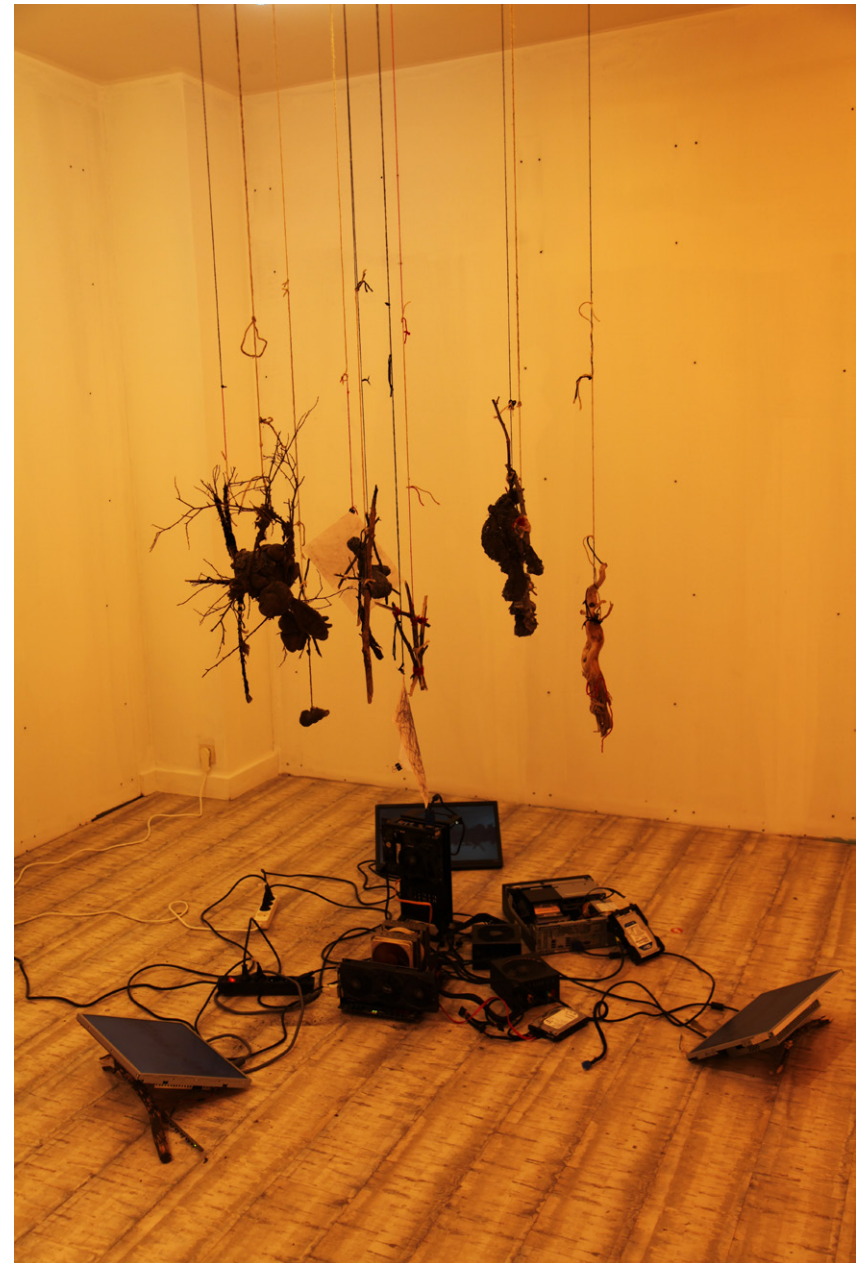
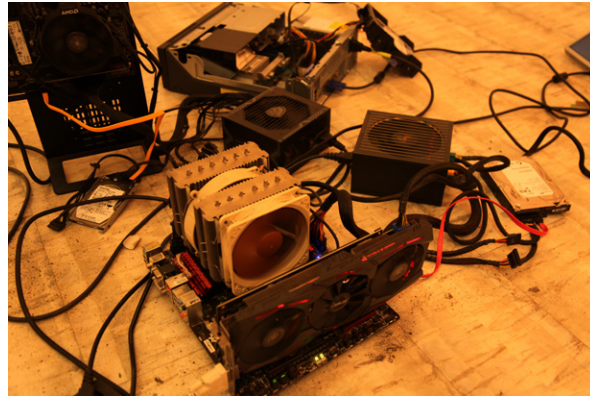
GHOSTS OF OURSELVES

Installation (3D animations, computers, screens, plush sculptures, sticks) - 2025

A contemplation of the present as a kind of ghostly world, where past ideas are endlessly repeated and reissued. At the center lies the question: Where have the once-promised futures gone?

Videos: <https://youtu.be/WVNZRQzNxig?si=uT8KJrs8cCiYftV>

More: <https://joerghurschler.com/Ghostsofourselfes.html>



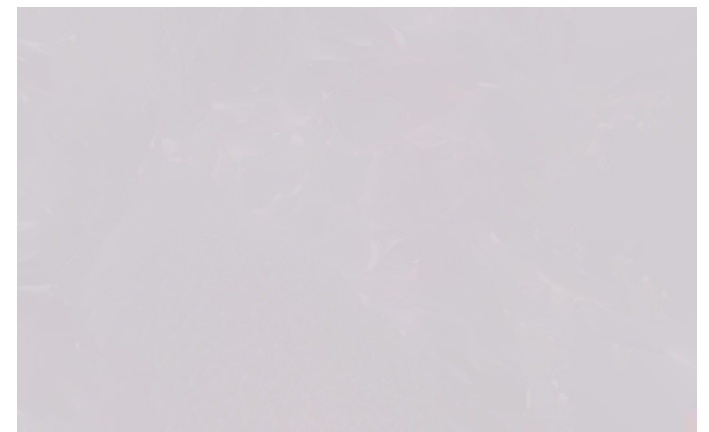
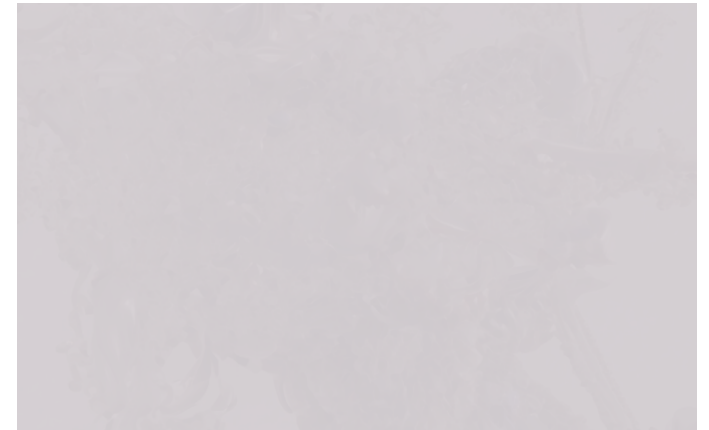
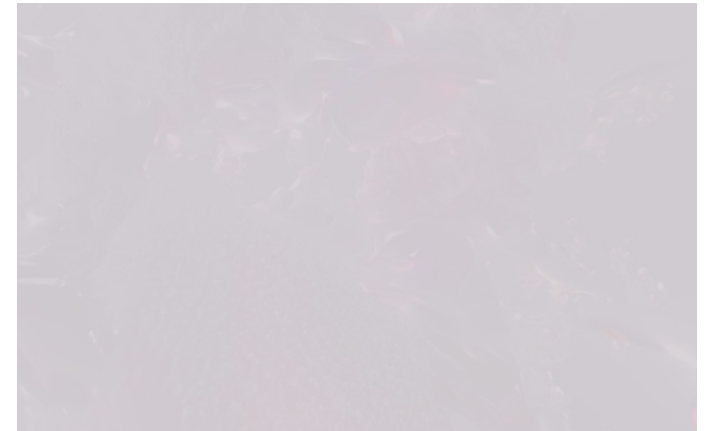
HI/HALO

Video - 7.59 min - 2024

What is there when there is nothing, what do you see when there is nothing to see?
This video attempts to find an answer to these two questions by working exclusively with white images that merge with other white ones.

To the video: <https://www.youtube.com/watch?v=4dmeYeRY0aw>

More: <https://joerghurschler.com/HiHalo.html>



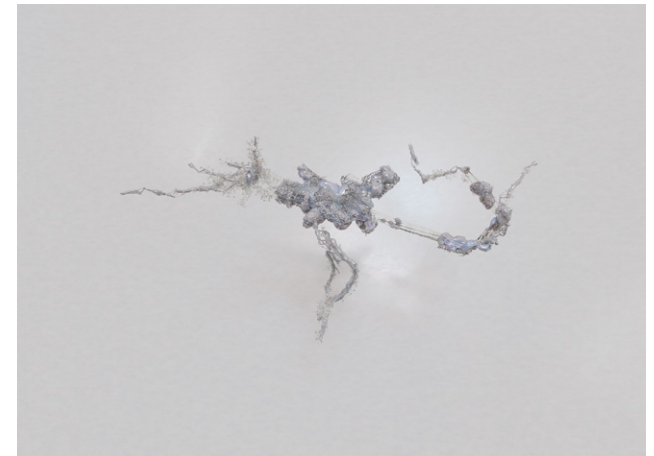
REPLICANTS

Prints - (3D renders on paper) - 2023/24

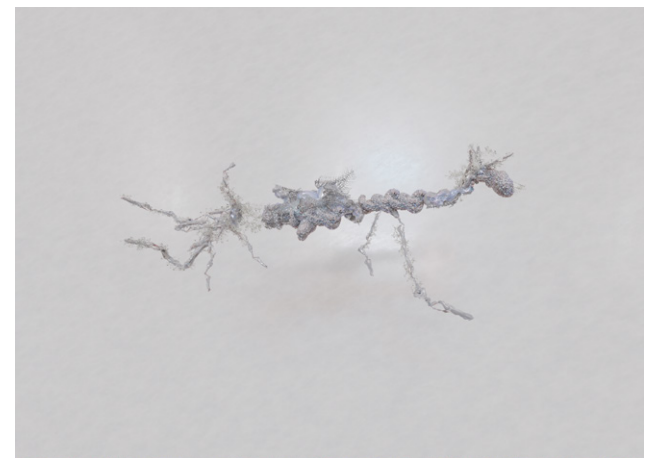
In this series, I transfer digital entities into physical reality. I follow a copy-paste method, replicating the same image to create an oversaturation. With this concept, I explore the influence of the virtual world on physical reality and vice versa.



Replicants- Batch 1



Replicants- Batch 2



Replicants- Batch 3

SCHWARM

Sculpture (Computers + Laptops + 3D-Animations) - 2023

The algorithm wants attention. So does the user. This idea is the basis of this work, in which I investigate reciprocal processes and dynamics that can also be transferred to Big Data, religion, and social life.

Videos & More: <https://joerghurschler.com/Schwarm.html>

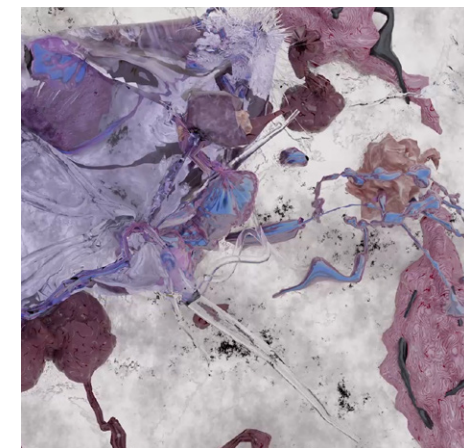
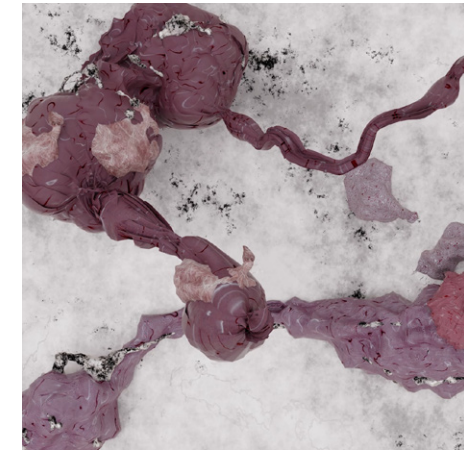


THE ANATOMY LESSONS

Sculpture (Computers + 3D-Animations) - 2023

The study of human consciousness serves as a basis for the creation of artificial intelligences, the production of which is intended, among other things, to find out what kind of machine man is and what kind of relationship he has with the universe. What is happening in the creation of artificial intelligences is a reconstruction of various models of the human control and decision-making system, which when combined should lead to an AGI (Artificial General Intelligence) that would be able to understand or learn any intellectual task that a human can perform. How would a consciousness be handled that may not be in our sphere? Or function differently than human consciousness? What is the human responsibility for artificially created (partial) intelligences? How would an ideal AGI be designed? What societal values and norms will it be guided by?

More: <https://joerghurschler.com/Anatomy.html>



TAMAGOTCHI

Sculpture (Computer + 3D-Animation) - 2023

In a post-apocalyptic setting, this work is about recreation in what seems to be the safety of the digital world.

More: <https://joerghurschler.com/Tamagotchi.html>



ENTITES NUMERIQUE - VARIANTE x0.01z

Sculpture (3D-Animation, Laptop) - 2022

I started this series because I asked myself how the computer and the Internet network perceive the outside world, how they interpret our human reality through the images, videos and texts we upload every day. With the help of increasingly (self-learning) artificial intelligences and algorithms that convert text input into images, among other things, one gets a rough idea of how this digital entity perceives. In this work, I went a step further and asked myself what organic life might look like that the computer network would create based on its interpretation of reality. With entités numérique - variante x0.01z I show the first work of a series that presents possible answers.

Video: https://www.youtube.com/watch?v=RXDE7PuXmml&feature=emb_logo

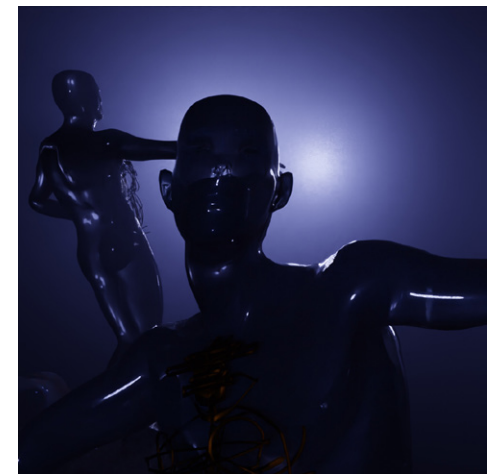


MASER

3D-Animation - 4.50 min - 2022

In this video I deal with rituals and how they relate to transience. The sounddesign is made by Steve Buchanan.

Video: https://www.youtube.com/watch?v=ntld_Jd0o-U&feature=emb_imp_woyt



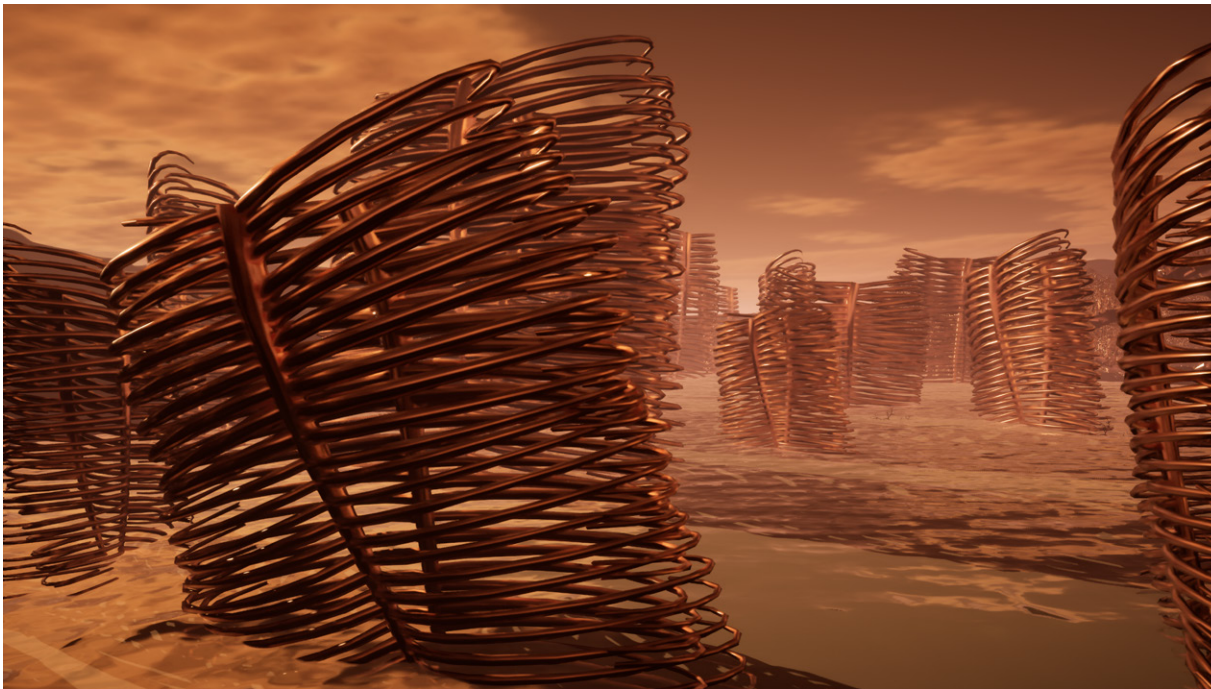
UNREAL

Open World-Experience + Video - 2022

In this open world environment the player triggers different sounds, so that in each case an individual soundtrack will be created. The Ambient track and sound patterns are created by Bit-Tuner.

To the Game (Windows): <https://www.dropbox.com/scl/fo/p94pb2eoqfjx5kkka31th/h?dl=0&rlkey=mbpxfvflthner79f5m0nw53u9>

To the Video: <https://www.youtube.com/watch?v=lz5XjJVSfwg>

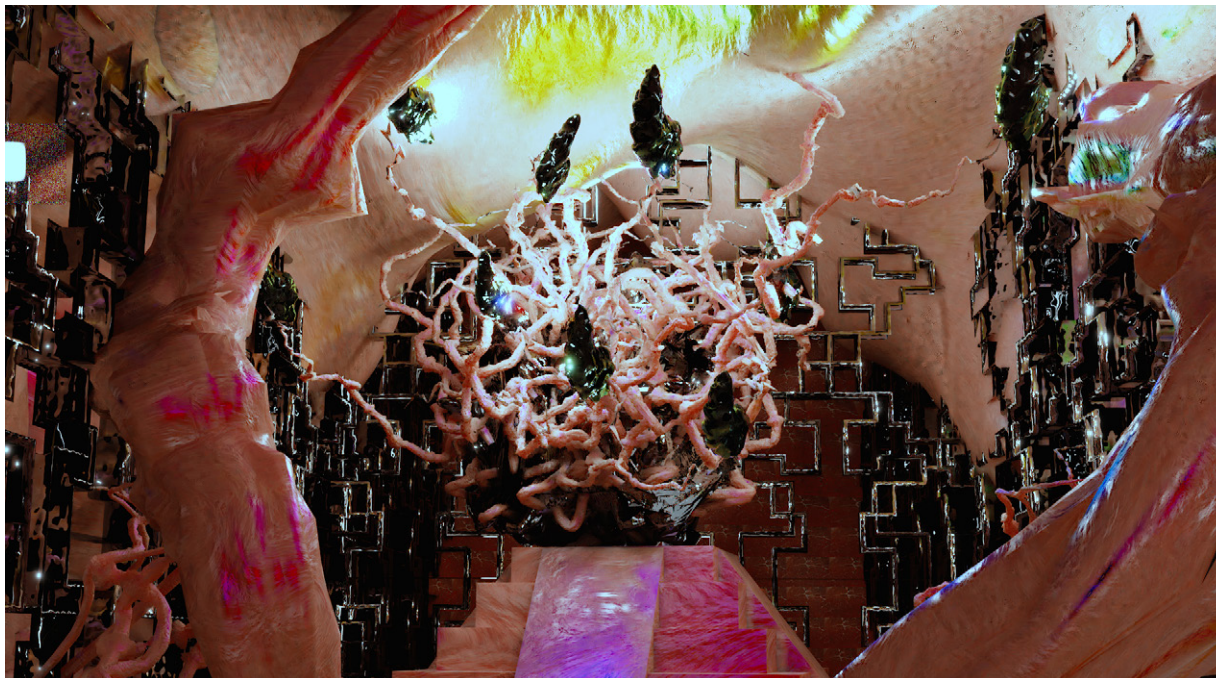
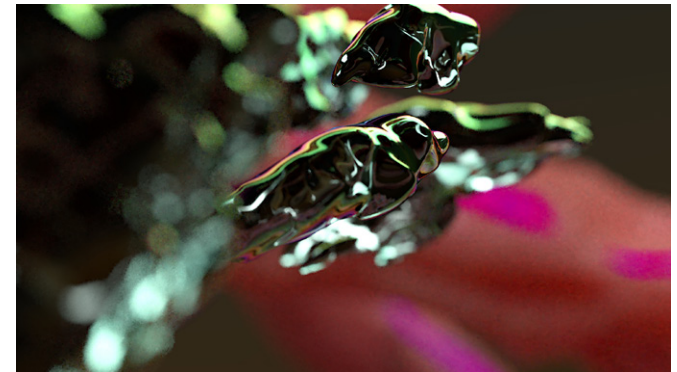


EXO

3D-Animation - 45 min - 2020

I produced a 3D animated video for the ambient music album „Exo“ by electronic music producer Bit-Tuner. The music is shaped by themes such as the social and structural turmoils of recent years, the strong connections between communities, and the feeling of being stuck in an economic impasse. For the visual narrative, I asked myself: What is it that surrounds us, and how do we approach and interact with forces that are beyond our (apparent) reach? Looking for answers, I invited molecular objects which are propelled into a world similar to ours, where they operate, interact and affect their surroundings, creating and leaving behind something new and strange. Together with Bit-Tuner and I produced an audiovisual live-show, in which we can manipulate each medium during the show.

Videos + more: <https://joerghurschler.com/Exo.html>



CURRICULUM VITAE

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Jörg Hurschler (*1985, Lucerne) is a visual artist working in new media, combining film, animation, and video game aesthetics to explore how technological systems shape human perception and identity. He holds a Master of Arts in Film from the Lucerne School of Art & Design and Hongik University in Seoul, South Korea. He is a member of the artist collective Le Houloc in Aubervilliers (FR).

EDUCATION

- 2019 - 2023 Master of Arts in Film, HSLU Lucerne (CH)
- 2020 - 2021 Exchange year Hongik University Seoul (KR)
- 2009-2012 Bachelor of Arts, Focus Video, HSLU Lucerne (CH)
- 2011 Internship as an production assistant, Topicfilm, Zürich (CH)
- 2008 Art preparation course, ZHdK Zürich (CH)
- 2006-2007 Professional baccalaureate, Lucerne (CH)
- 2001-2005 Apprenticeship as a pharmacist, Lucerne (CH)

EXHIBITIONS

- 2025 «Features of the Living »: Group Show - Liget Galerie, Budapest (HUN)
- 2025 «Phantom Gaze»: Group Show- XOR Space / The Wrong Biennale
- 2025 «Momentum»: Group Show- Krupa Art Foundation, Wrocław (PL)
- 2025 «Nymphs just wanna have fun»: Group Show - Le Houloc, Aubervilliers(FR)
- 2025 «Art Grants of the City of Zurich »: Group Show - Helmhaus, Zürich (CH)
- 2025 «Point de vue »: Group Show - Fort d'Aubervilliers, Aubervilliers (FR)
- 2025 «Features of the Living »: Group Show - Galerie Plateforme, Paris (FR)
- 2025 «Equinox sunrise »: Group Show - Nabuzardan, Ivry-sur-Seine (FR)

- 2024 «Maser»: ADAF (Athens Digital Arts Festival) - Athen (GR)
- 2023 «After Show»: Group Show - Die Redaktion, Luzern (CH)
- 2023/24 «Zentral!»: Group Show - Kunstmuseum Luzern (CH)
- 2023 «The Anatomy Lessons»: Ars Electronica, Linz (A)
- 2023 «Mues»: Group Show - Pamela Artist Runspace, Nîmes (FR)
- 2023 «Les aveugles du château»: Aubervilliers (FR)
- 2023 «Schwarm»: This message could be for you @ Milieu Bern (CH)
- 2022/23 «Zentral!»: Zentral! - Kunstmuseum Luzern (CH)
- 2022 «Les amis des amis II»: Espace voltaire, Paris (F)
- 2022 «Les amis des amis»: Studio Otto, Paris (F)
- 2021 «Am I A.I.?»: the off.space, Zürich (CH)
- 2021 «When Machines Dream»: Somnium Space
- 2019 «Fornax Void - Dreams of the void»: Besides the Screen Conference - University of Espírito Santo (BR)

FURTHER PROJECTS (Selection)

- 2025 VERSCHWOMMENER MOND / Theatre / 3D-Animation
- 2023 NEUTRALISIERT / Theatre / 3D-Animation
- 2022 UNREAL / Interactive experience + 3D-Video
- 2022 MASER / 3.52 Min. / 3D-Video
- 2022 JON HOOD / 5.30 Min. / 3D-Animation
- 2021 JOHANNES DULLIN - DER BEAT MEINES LEBENS / Video + 3D
- 2021 SHAYU - ooo / 9.22 Min. / 3D-Video
- 2020 HANS SCHLEIF - Version für Zoom / Theatre / Live-DOP
- 2020 WEBBUMS / 12.46 Min. / Experimental
- 2019/20 BIT-TUNER - EXO / 45 Min. / Experimental
- 2016-2018 UTOPIA / 46 Min. / Essay
- 2018 #WWWONDERLAND by Ritalina / Theatre / Video
- 2017 Die 120 Tage von Sodom by Milo Rau / Theater / Live-DOP
- 2017 FORNAX VOID - Dreams of the void / 7.30 Min. / 3D-Video
- 2017 ANTIGONE by Stefan Pucher / Theatre / Video Assistant
- 2013 - 2015 AMERIKA / 40 Min. / Documentary
- 2015 PYRIT - Q-Bird / 2.30 Min. / Music Video
- 2013 WALLUS UTERIS / 58 Min. / Experimental
- 2013 Woyzeck by Stefan Pucher / Theatre / Live-DOP

2012 Macht es für euch! von René Pollesch / Theatre / Live-DOP
2012 ME, NOBODY & I / 6.50 Min. / Essay
2011 DESTROY DREAMLAND / 5.50 Min. / Essay

CULTURAL PROJECT

2015/16 Art - and Cultur-Offspace «LAMETTA», Zürich

A selection of the realised projects:

- Exhibition «The Third Paradise», Michelangelo Pistoletto
- Literature Festival «Dilettanten & Genies» mit Michael Fehr, Michelle Steinbeck, Pablo Haller
- Music Festival «Lamettamusic»

Since

2023 Member of Le Houloc, an association, an artists' studio and exhibition space, Aubervilliers (F)

SCHOLARSHIPS, NOMINATIONS AND PRIZES

2025 Artist Residency in Villach (A)
2025 Art Residency at Fort d'Aubervilliers (with Le Houloc)
2025 Nomination for the Artists Grants of the City of Zurich
2024 Research and Development Contribution from the Canton of Zurich for «Die Ästhetik des Nullzustandes»
2024 Development Contribution from IFFG for «Becoming Avatar»
2023 Nomination Pax Art Awards
2022 Development contribution IFFG for «Becoming Avatar»
2021 Nomination Best Swiss Video Clip 2021 with «Passage»
2018 Orion IFF Film Festival, Semifinalist with «UTOPIA»
2017 Development contribution ZH-Filmstiftung, Migros, Ernst Göhner Stiftung for «Utopia»
2016 Travel grant Otto Pfeifer, Luzern
2012 3rd place Best school film, Winterthurer Kurzfilmtage
2012 Nomination «Credit Suisse Förderpreis Videokunst with «Destroy Dreamland»

PURCHASES

2022 - «Entité numerique variante x0.01z» by Stadt Luzern (CH)

FURTHER INFORMATION

FILMFESTIVALS (Selection)

EXO:

Solothurner Filmtage 2021, ADAF (Athens Digital Arts Festival), Kunstraum Walcheturm Zürich, Palace St. Gallen, Dampfzentrale Bern, Royal Baden, Rouine Basel, Fri-Son Fribourg, Kino Cameo Winterthur, Südpol Luzern, Blaues Rauschen Dortmund, Kurzfilmtage Winterthur

UTOPIA:

Experimental Forum Los Angeles 2019, Durban International Film Festival 2019 (RSA), Dadasaheb Phalke International Film Festival Mumbai, Orion IFF Film Festival (AU), Lift Off-Sessions, Mozi Motion Festival (NL)

DESTROY DREAMLAND (Auswahl):

Winterthurer Kurzfilmtage, Solothurner Filmtage, Videoex Zürich, Schweizer Jugendfilmtage, Backup Festival (D)

ME, NOBODY & I:

Videoex Zürich, Winterthurer Kurzfilmtage (Filmschool-Competition), Solothurner Kurzfilmtage, Bucharest International Experimental Film Festival (BIEFF), Fresh Film Fest Prag, Backup Festival Weimar, Schweizer Jugendfilmtage Zürich, Sangio Festival Verona (I), wiederholte Ausstrahlung auf SRF.

FORNAX VOID - DREAMS OF THE VOID:

Dadasaheb Phalke International Film Festival Mumbai, Besides the Screen Festival Espirito Santo (BR), Museo da imagem e do som, São Paulo (BR), Mozi Motion Festival (NL)

HARVEY RUSHMORE & THE OCTOPUS - FUTUREMAN:

Bit Bang Festival Buenos Aires (AR)