

DATA NEVER DIES

DIGITAL
TRACES &
AI AFTERLIVES

IMPAKT
Exhibition

28 Aug. —
15 Nov. 2026

IMPAKT
Centre for Media Culture

STUDENT PROGRAMMES

Visit the exhibition with your students

IMPAKT offers a relevant and thought-provoking programme for students working with art, media, digital culture, technology and society. Through exhibitions, workshops, guided tours and conversations, we explore how technological developments shape our everyday lives, relationships and ideas about the future.

The programme connects to a wide range of courses and fields of study, from art, media and design to philosophy, social sciences, communication and technology. Students are invited to look critically at digital culture, exchange ideas and engage actively with the themes at hand.

For student groups, we organise guided tours, workshops and encounters with curators and artists. A visit can be tailored to the background, interests and learning goals of the group. Visits outside regular opening hours may be arranged upon request.

UPCOMING PROGRAMME

28 August – 15 November 2026

Data Never Dies: Digital Traces & AI Afterlives

4 December 2026 – 31 January 2027

Add to Cart by Peer Vink and Tom Putman

14 – 18 April 2027

IMPAKT Festival: Trauma Trafficking

14 April – 6 June 2027

Festival exhibition

More information about these programmes on the following pages.

Would you like to visit with a group of students, or work with us to develop a tailor-made programme? Please contact Mita Medri at mita@impakt.nl.

DATA NEVER DIES: DIGITAL TRACES & AI AFTERLIVES 28 AUGUST - 15 NOVEMBER

Instagram profiles continue to haunt the internet after their owners have passed away. Forgotten messages train AI, and deepfakes give our bodies digital double lives, without consent and beyond our control.

No matter how fleeting they may seem, a photograph, a message, a search query, a profile or an avatar, each leaves a trace. Together, these traces form our digital legacy: fragments of ourselves that are reused and recycled, continue to circulate, and resurface unexpectedly. But who decides what is remembered? What lives on beyond the fantasy of safe storage?

Our age of hyperconnectivity offers new ways to record the past, remember it, and return to it again and again. Our former selves remain searchable; our memories are copied, linked and shared. But this also changes how we mourn, and affects our ability to forget and reshape our identities.

In *Data Never Dies*, the artworks move between digital traces, digital death and AI afterlives. Through video, deepfakes, performance, photography and interactive installations, they reveal how personal data haunts platforms, clouds and AI systems. Some works create new rituals for mourning and forgetting. Others invite visitors, in playful ways, to reflect on their own relationship to data and its afterlife.

The exhibition invites you to reflect on what it means to live with data that represents, haunts or outlives you.

Encounter forgotten Sims that have taken on lives of their own, mourn your crashed laptop, do a data detox, and wonder what remains of you online.

GUIDED TOURS, PERFORMANCE AND WORKSHOPS

Friday 28 August, 17.00-19.00

Exhibition opening with a short introduction by curator Rosa Wevers and a performance by Ines Borovac

During the opening, performer Ines Borovac will activate the work by Ginevra Petrozzi. Throughout the evening, she will create the floral wreath with which she brings the work to life.

Saturday 29 August, 15:30

Guided tour by curator Rosa Wevers

Rosa Wevers will guide visitors through the different artworks and themes of the exhibition. How do digital technologies change the ways we relate to memory, identity, loss and mortality?

Sunday 1 November

13.00 (60-90 min)

Workshop *The Order of Disappearance* by playField
Max. 12 participants – everyone is welcome, no prior experience needed

During this workshop, participants will embroider insects that symbolise impermanence, transformation and rebirth. While working, the artist collective playField will share insights from *Don't Forget to Die*, an ongoing research project on mortality, memory and digital traces.

14.00

Guided tour by curator Rosa Wevers

15.30

Workshop *The Order of Disappearance* by playField

IMPAKT EXHIBITION: ADD TO CART
4 DECEMBER 2026 – 31 JANUARY 2027

Peer Vink and Tom Putman

In *Add to Cart*, artists Peer Vink and Tom Putman explore how consumption, seduction and illusion shape the world we live in. Drawing on the visual language of the shopping mall, they create an artificial environment in which sculptures and paintings merge with a backdrop of simulated nature, constructed from plastic and polystyrene.

As physical shopping environments disappear, their façades and mechanisms of desire live on in digital spaces. What remains when the carefully constructed scenery falls away?



Peer Vink and Tom Putman, *Add To Cart*, installation in Heejsteck#, Utrecht, 2025.

IMPAKT FESTIVAL 2027: TRAUMA TRAFFICKING
14 – 18 APRIL 2027

Festival exhibition: 14 April – 6 June 2027

Curated by Ine Gevers and Cecile van Bruggen

Sharing trauma can lead to recognition and resilience. But in a culture where personal experiences are shared for visibility and attention, trauma can also become a form of capital: a personal brand, or a product to be sold. *Trauma Trafficking* explores how pain, identity, data, attention and commerce become intertwined.

When trauma is understood as an individual problem, its political, cultural and economic causes remain out of sight. Through exhibitions, performances, conversations, music, dance, bodywork and raves, artists and thinkers explore trauma as a personal experience, but also as a social pattern and a valuable commodity.



Cecile van Bruggen



Ine Gevers