

Art | Basel
Hong Kong ○ 10

Emi KUSANO *Ornament Survival*

at Art Basel Hong Kong 2026 ZERO10
March 27, 2026 – March 29, 2026
√K Contemporary / Booth Z10



Ornament Survival series by Emi Kusano (2026)

Set against the backdrop of an attention economy flooded with AI-generated content, this photographic series explores the polysemy of the word "model." The countless figures crowding these images, clad in standardized uniforms, offer attentive care. They embody the societal "role models" historically expected of women, while simultaneously acting as the literal "AI models" (training data) driving the system.

In creating this work, Kusano built a custom AI model trained on the data of her own face and body. The process of converting herself into data and directing her generated clones to perform endless labor embodies a contemporary reality: one where cuteness and attentiveness are stripped of personal identity, becoming mass-producible specifications.

In Japan, professions that require uniforms—such as nurses or flight attendants—are often expected to perform like "idols," providing an excess of care and emotional labor. Kusano cynically depicts how this "Emotional Labor" is internalized and turned into a mere signifier. Historically, in Japanese subculture, "transformation" was an ambivalent act—simultaneously a symbol of empowerment for girls and an object of sexual consumption by the gaze of others. In this work, that act is coldly updated. It is no longer a magical miracle, but a harsh survival strategy: optimizing oneself into an "ornament" evaluated by algorithms and public metrics simply to survive the system.

This work confronts not a distant sci-fi future where AI replaces humans, but the reality of our present. It asks what "models" of behavior we are already learning and reproducing with our own bodies in our daily lives. Through overwhelming multiplicity, Kusano visualizes the distortion of a society that consumes humans as vessels for data, sharply updating the art-historical discourse on the body and reproduction for the age of AI.

Emi KUSANO

Emi Kusano is a multidisciplinary artist born in Tokyo in 1990. Her practice integrates emerging technologies, including AI, to explore nostalgia, pop culture, and collective memory. By visualizing the dialogue between past and present through a retro-futuristic aesthetic, she invites viewers to reconsider contemporary society.

Her work has been exhibited internationally in over 20 countries at major institutions including M+ (Hong Kong), Saatchi Gallery (London), Grand Palais Immersif (Paris), and the 21st Century Museum of Contemporary Art, Kanazawa, as well as at major international art fairs such as Frieze and Paris Photo. Her artistic roots lie in street photography, and her early archival work on Harajuku fashion was featured at the Victoria and Albert Museum (London).

Kusano has realized a commissioned project associated with the seminal cyberpunk work *Ghost in the Shell*, and participated in collaborative auctions with Christie's for Gucci and UNHCR. She was recognized by the World Economic Forum as a Young Global Leader in 2025 and a Cultural Leader in 2026.

Having served as a lecturer at Tokyo University of the Arts (until 2024), she currently serves on Japan's Agency for Cultural Affairs' Copyright Subcommittee, addressing issues of authorship and rights in the algorithmic age. Her background also includes leading the synth-wave unit Satellite Young.

Web | <https://www.emikusano.art/>

IG | @emiksn

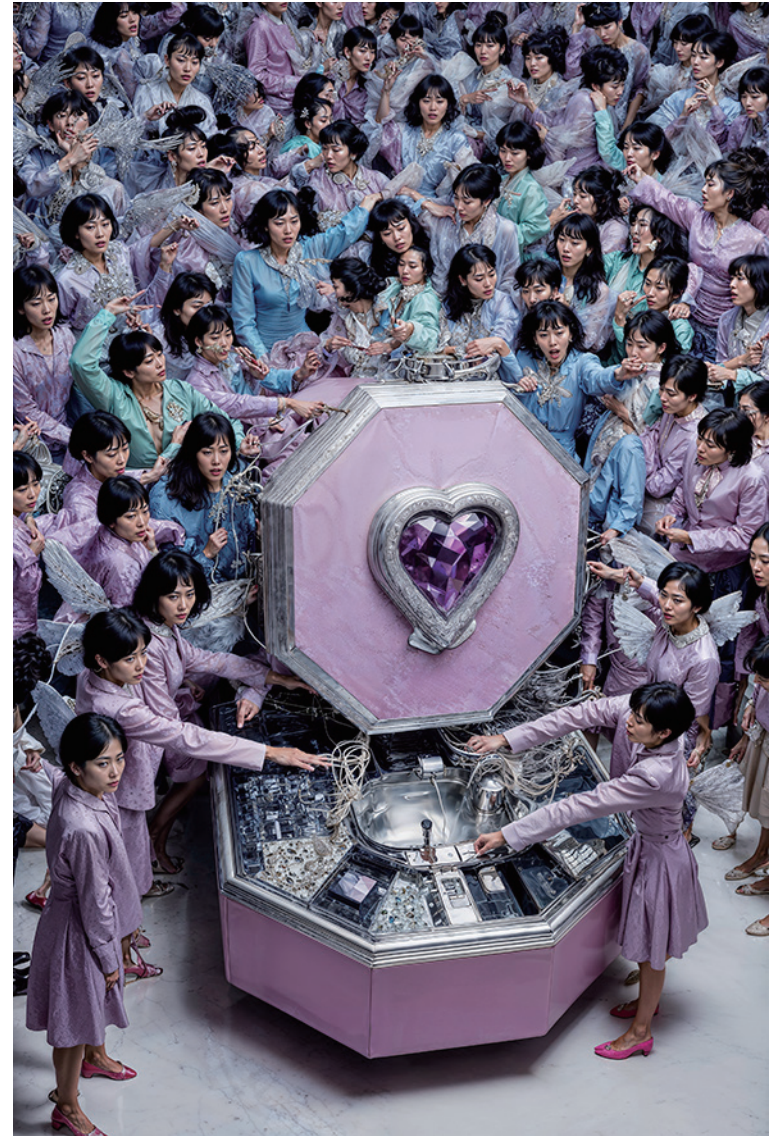
X | @emikusano



Synthetic Reflection by Emi Kusano (2023)



Title Nursing the Machine
 No. 01
 Year 2026
 Size (H×W) A1 / 841 × 594 mm
 Medium Print on paper, aluminum frame, paired with NFT
 Edition Unique, Artist retains 1AP
 Price \$2,500 **Sold**



Title The Ornament Reactor
 No. 02
 Year 2026
 Size (H×W) A1 / 841 × 594 mm
 Medium Print on paper, aluminum frame, paired with NFT
 Edition Unique, Artist retains 1AP
 Price \$2,500



Title Passenger Simulation
 No. 03
 Year 2026
 Size (H×W) A3 / 420 × 297 mm
 Medium Print on acrylic board, paired with NFT
 Edition Unique, Artist retains 1AP
 Price \$2,000



Title Devotional Labor
 No. 04
 Year 2026
 Size (H×W) A3 / 420 × 297 mm
 Medium Print on acrylic board, paired with NFT
 Edition Unique, Artist retains 1AP
 Price \$2,000 **Sold**



Title Attention Control Room
 No. 05
 Year 2026
 Size (H×W) A3 / 420 × 297 mm
 Medium Print on acrylic board, paired with NFT
 Edition Unique, Artist retains 1AP
 Price \$2,000

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Title Signal
 No. 06
 Year 2026
 Size (H×W) A3 / 420 × 297 mm
 Medium Print on acrylic board, paired with NFT
 Edition Unique, Artist retains 1AP
 Price \$2,000



Title Metric Throne
 No. 07
 Year 2026
 Size (H×W) A3 / 420 × 297 mm
 Medium Print on acrylic board, paired with NFT
 Edition Unique, Artist retains 1AP
 Price \$2,000



Title Escape Ceremony
 No. 08
 Year 2026
 Size (H×W) A3 / 420 × 297 mm
 Medium Print on acrylic board, paired with NFT
 Edition Unique, Artist retains 1AP
 Price \$2,000

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Title Dietary Dataset
 No. 09
 Year 2026
 Size (HxW) A3 / 420 x 297 mm
 Medium Print on acrylic board, paired with NFT
 Edition Unique, Artist retains 1AP
 Price \$2,000



Title Ornament Taskforce
 No. 10
 Year 2026
 Size (HxW) A3 / 420 x 297 mm
 Medium Print on acrylic board, paired with NFT
 Edition Unique, Artist retains 1AP
 Price \$2,000



Title Veil Hostage
 No. 11
 Year 2026
 Size (HxW) A3 / 420 x 297 mm
 Medium Print on acrylic board, paired with NFT
 Edition Unique, Artist retains 1AP
 Price \$2,000



Title Glitter Overload
 No. 12
 Year 2026
 Size (H×W) A3 / 420 × 297 mm
 Medium Print on acrylic board, paired with NFT
 Edition Unique, Artist retains 1AP
 Price \$2,000



Title Soft Power Lab
 No. 13
 Year 2026
 Size (H×W) A3 / 420 × 297 mm
 Medium Print on acrylic board, paired with NFT
 Edition Unique, Artist retains 1AP
 Price \$2,000



Title Infinite March
 No. 14
 Year 2026
 Size (H×W) A3 / 420 × 297 mm
 Medium Print on acrylic board, paired with NFT
 Edition Unique, Artist retains 1AP
 Price \$2,000

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Title Clinic of Influence
 No. 15
 Year 2026
 Size (H×W) A3 / 420 × 297 mm
 Medium Print on acrylic board, paired with NFT
 Edition Unique, Artist retains 1AP
 Price \$2,000



Title Love Processor
 No. 16
 Year 2026
 Size (H×W) A3 / 420 × 297 mm
 Medium Print on acrylic board, paired with NFT
 Edition Unique, Artist retains 1AP
 Price \$2,000



Title Authority Assembly
 No. 17
 Year 2026
 Size (H×W) A3 / 420 × 297 mm
 Medium Print on acrylic board, paired with NFT
 Edition Unique, Artist retains 1AP
 Price \$2,000



Title Artificial Genesis
 No. 18
 Year 2026
 Size (H×W) A3 / 420 × 297 mm
 Medium Print on acrylic board, paired with NFT
 Edition Unique, Artist retains 1AP
 Price \$2,000 **Sold**



Title Overrun
 No. 19
 Year 2026
 Size (H×W) A3 / 420 × 297 mm
 Medium Print on acrylic board, paired with NFT
 Edition Unique, Artist retains 1AP
 Price \$2,000



Title Saints of the Screen
 No. 20
 Year 2026
 Size (H×W) A3 / 420 × 297 mm
 Medium Print on acrylic board, paired with NFT
 Edition Unique, Artist retains 1AP
 Price \$2,000



Title Pearl in the Heap
 No. 21
 Year 2026
 Size (H×W) A3 / 420 × 297 mm
 Medium Print on acrylic board, paired with NFT
 Edition Unique, Artist retains 1AP
 Price \$2,000



Title Heart Switchboard
 No. 22
 Year 2026
 Size (H×W) A3 / 420 × 297 mm
 Medium Print on acrylic board, paired with NFT
 Edition Unique, Artist retains 1AP
 Price \$2,000



Title Scale of Compliance
 No. 23
 Year 2026
 Size (H×W) A3 / 420 × 297 mm
 Medium Print on acrylic board, paired with NFT
 Edition Unique, Artist retains 1AP
 Price \$2,000



Title Feed Service
 No. 24
 Year 2026
 Size (H×W) A3 / 420 × 297 mm
 Medium Print on acrylic board, paired with NFT
 Edition Unique, Artist retains 1AP
 Price \$2,000



Title Affect Review Board
 No. 25
 Year 2026
 Size (H×W) A3 / 420 × 297 mm
 Medium Print on acrylic board, paired with NFT
 Edition Unique, Artist retains 1AP
 Price \$2,000



Title Shadow Covenant
 No. 26
 Year 2026
 Size (H×W) A3 / 420 × 297 mm
 Medium Print on acrylic board, paired with NFT
 Edition Unique, Artist retains 1AP
 Price \$2,000



Title Golden Hour Compliance
 No. 27
 Year 2026
 Size (H×W) A3 / 420 × 297 mm
 Medium Print on acrylic board, paired with NFT
 Edition Unique, Artist retains 1AP
 Price \$2,000



Title Tenderness Market
 No. 28
 Year 2026
 Size (H×W) A3 / 420 × 297 mm
 Medium Print on acrylic board, paired with NFT
 Edition Unique, Artist retains 1AP
 Price \$2,000



Title Memory Sediment
 No. 29
 Year 2026
 Size (H×W) A3 / 420 × 297 mm
 Medium Print on acrylic board, paired with NFT
 Edition Unique, Artist retains 1AP
 Price \$2,000



Title Kitchen Broadcast
 No. 30
 Year 2026
 Size (H×W) A3 / 420 × 297 mm
 Medium Print on acrylic board, paired with NFT
 Edition Unique, Artist retains 1AP
 Price \$2,000



Title Collective Persona
 No. 31
 Year 2026
 Size (H×W) A3 / 420 × 297 mm
 Medium Print on acrylic board, paired with NFT
 Edition Unique, Artist retains 1AP
 Price \$2,000



Title Idle Network
 No. 32
 Year 2026
 Size (H×W) A3 / 420 × 297 mm
 Medium Print on acrylic board, paired with NFT
 Edition Unique, Artist retains 1AP
 Price \$2,000



Title Command Interface
 No. 33
 Year 2026
 Size (H×W) A3 / 420 × 297 mm
 Medium Print on acrylic board, paired with NFT
 Edition Unique, Artist retains 1AP
 Price \$2,000



Title Signal Mine
 No. 34
 Year 2026
 Size (H×W) A3 / 420 × 297 mm
 Medium Print on acrylic board, paired with NFT
 Edition Unique, Artist retains 1AP
 Price \$2,000



Title Traffic Ritual
 No. 35
 Year 2026
 Size (H×W) A3 / 420 × 297 mm
 Medium Print on acrylic board, paired with NFT
 Edition Unique, Artist retains 1AP
 Price \$2,000



Title Passenger Protocol
 No. 36
 Year 2026
 Size (H×W) A3 / 420 × 297 mm
 Medium Print on acrylic board, paired with NFT
 Edition Unique, Artist retains 1AP
 Price \$2,000



Title Replication Choir
 No. 37
 Year 2026
 Size (H×W) A3 / 420 × 297 mm
 Medium Print on acrylic board, paired with NFT
 Edition Unique, Artist retains 1AP
 Price \$2,000



Title Exit the Ritual
 No. 38
 Year 2026
 Size (H×W) A3 / 420 × 297 mm
 Medium Print on acrylic board, paired with NFT
 Edition Unique, Artist retains 1AP
 Price \$2,000



Title Affect Harvest
 No. 39
 Year 2026
 Size (H×W) A3 / 420 × 297 mm
 Medium Print on acrylic board, paired with NFT
 Edition Unique, Artist retains 1AP
 Price \$2,000



Title The Data Saint
 No. 40
 Year 2026
 Size (H×W) A3 / 420 × 297 mm
 Medium Print on acrylic board, paired with NFT
 Edition Unique, Artist retains 1AP
 Price \$2,000



Title Data Resurrection
 No. 41
 Year 2026
 Size (H×W) A3 / 420 × 297 mm
 Medium Print on acrylic board, paired with NFT
 Edition Unique, Artist retains 1AP
 Price \$2,000



Title The Great Engagement
 No. 42
 Year 2026
 Size (HxW) A3 / 420 x 297 mm
 Medium Print on acrylic board, paired with NFT
 Edition Unique, Artist retains 1AP
 Price \$2,000



Title The Healing Interface
 No. 43
 Year 2026
 Size (HxW) A3 / 420 x 297 mm
 Medium Print on acrylic board, paired with NFT
 Edition Unique, Artist retains 1AP
 Price \$2,000



Title Audience Index
 No. 44
 Year 2026
 Size (HxW) A3 / 420 x 297 mm
 Medium Print on acrylic board, paired with NFT
 Edition Unique, Artist retains 1AP
 Price \$2,000

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Title Mirror Algorithm
 No. 45
 Year 2026
 Size (HxW) A3 / 420 x 297 mm
 Medium Print on acrylic board, paired with NFT
 Edition Unique, Artist retains 1AP
 Price \$2,000 **Sold**



Title The Sweet Economy
 No. 46
 Year 2026
 Size (HxW) A3 / 420 x 297 mm
 Medium Print on acrylic board, paired with NFT
 Edition Unique, Artist retains 1AP
 Price \$2,000



Title Signal Court
 No. 47
 Year 2026
 Size (HxW) A3 / 420 x 297 mm
 Medium Print on acrylic board, paired with NFT
 Edition Unique, Artist retains 1AP
 Price \$2,000



Title	Archive Sovereign
No.	48
Year	2026
Size (H×W)	A3 / 420 × 297 mm
Medium	Print on acrylic board, paired with NFT
Edition	Unique, Artist retains 1AP
Price	\$2,000

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Title	Magical Compact
No.	51
Year	2026
Size (H×W×D)	Lid Open: 850 × 820 × 680 mm Lid Closed: 370 × 750 × 680 mm
Weight	30kg
Medium	Plastic 3D-printed sculpture, paired with NFT
Edition	Unique, Artist retains 1AP
Price	ask

Title	Magical Compact (small size edition)
No.	52
Year	2026
Size (H×W)	TBD (estimated size: 350×350mm)
Medium	Plastic 3D-printed sculpture, paired with NFT
Edition	ED 5 + 1 AP
Price	\$6,500

*This work is made to order.

*Reference Image

Specifications may vary slightly from the images.

Matsui Manufacturing Company, a manufacturer with over 100 years of history based in downtown Tokyo, is renowned for its highly delicate and meticulous craftsmanship. Through prototype and model production, the company has supported the development of numerous products, including official Sailor Moon merchandise. This piece, *Magical Compact*, was crafted by the skilled artisans at Matsui Manufacturing Company.

[Instagram](#)

Please place your order using the order form below.

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 **Contemporary**

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