



Gabriel Barica-Colombo, *Commuters*, 2026, UV Print onto Aluminum, LCD Monitor, Acrylic, 10 min loop

## *Business as Usual*

Gabriel Barcia-Colombo

March 5 - April 18, 2026

Opening Reception: March 5, 2026 | 6 - 8PM

New York, NY — C24 Gallery presents *Business as Usual*, a solo exhibition by Gabriel Barcia-Colombo. Exploring reactions to disconnection, pseudoscience, and technology, the exhibition aims to examine human reactions to a world driven by machine progress and expedience. Through video and algorithmically generated signage, this new body of work navigates the threshold between warning and prophecy, questioning technological dependency and examining how algorithmic systems increasingly shape knowledge, prediction, and belief. Barcia-Colombo interrogates how we conduct or go about our “business” and whether we should even conduct “business” at a moment when humanity seems out of balance.



Engaging with metaphors of migration and the chaos of contemporary existence, *Business as Usual* considers motion without progress, ritualized behavior, and questions of escape. References to systems of transport—escalators, circulation routes, and the infrastructures that organize movement through cities—emerge as metaphors for aimless collective momentum. These spaces of transit, designed to connect people efficiently yet often anonymously, become sites of forced proximity and fleeting human encounter, revealing the paradoxes of modern connection. The works reflect on artificial intelligence not only as a tool, but as a cultural and infrastructural force that reorganizes how reality is interpreted, simulated, and experienced. Oscillating between post-apocalyptic landscapes and contemporary society, Barcia-Colombo’s imagery suggests a world in which technological systems function as both a mirror and a mediator of human anxiety.

The artist ultimately invites viewers to meditate on what it means to live out of balance when nature, technology, and systems of knowledge are increasingly determined by automation and prediction. *Business as Usual* is an exploration of connectivity, both collective and personal, as the ultimate form of resistance, emerging within the infrastructures and shared spaces that continue to bring people together.

Press previews are available by appointment.

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