



FOR IMMEDIATE RELEASE
January 22, 2026



**MSUFCU ARTS POWER UP RESIDENCY AT THE MSU BROAD ART MUSEUM
EXPLORES WELL-BEING IN THE AGE OF AI-DRIVEN SOCIAL MEDIA**

The resulting exhibition was created in collaboration with Michigan State University students, who contributed their lived experiences from within the social media feed.

East Lansing, MI – The Eli and Edythe Broad Art Museum at Michigan State University (MSU Broad Art Museum) is pleased to announce a new exhibition exploring issues of health and well-being in the age of artificial intelligence (AI), slated to open January 31, 2026. The exhibition *Synthetic Sirens*, by Danish artist Cecilie Waagner Falkenstrøm, developed out of the ongoing MSUFCU Arts Power Up Artist-in-Residency program. The residency embeds artists into the university's campus with the aim of fostering interdisciplinary collaboration, exploration, experimentation, and innovation, culminating in the creation of groundbreaking artworks at the intersection of art, science, and technology.

“Artists are often at the vanguard of asking the most important questions of our time, inviting us to think and learn with them through creativity and self-expression,” said Steven L. Bridges, senior curator and director of curatorial affairs at the MSU Broad Art Museum. “Cecilie Waagner Falkenstrøm does this in exceptional ways and is building something special here at Michigan

State University—a new work of art that is both born of this place and touches the lives and experiences of people all over the world.”

What does it mean to live with algorithms that not only influence what we see but also how we feel about ourselves? This question inspired the artist in her work for the MSUFCU Arts Power Up Residency. Falkenstrøm has been working with AI since 2016. Together with her team of software engineers and creatives, she uses generative machine-learning models and AI programs in the creation of her artwork. For this residency, much of her research has occurred in tandem with direct engagements with faculty, staff, researchers, and students in the MSU College of Communication Arts and Sciences, which help give shape to the exhibition on view.

Synthetic Sirens takes the form of a large-scale interactive installation that confronts viewers with questions about the entanglement of AI, social media, and mental health. Inspired by the mythical Sirens, the work investigates how today’s social media algorithms act as modern enchantresses—luring us with irresistible cues, only to draw us toward the rocky shores of distraction, doomscrolling, and declining mental well-being.

“My artwork explores how data and AI-driven feeds sculpt our public selves while quietly reshaping the inner-rooms of thought—a digital chorus of Sirens whose alluring songs pull us, almost unknowingly, toward our own unraveling,” commented Falkenstrøm.

Synthetic Sirens is interactive in nature, intended to be a participatory dialogue with visitors. Importantly, the process of engaging with the exhibition while it is on view will further catalyze the development of the artwork itself. The very idea of learning—together, and with machines—is at the core of this project and ultimately will reveal both the limits of, and opportunities within, our ever-changing, algorithmic societies.

Celebrate the museum’s newest exhibitions—including *Synthetic Sirens*—at the MSU Broad Art Museum’s annual Winter Opening Party on Friday, Jan. 30, from 6–9pm. Learn more and register for free at broadmuseum.msu.edu

The MSU Broad Art Museum is open Wednesday–Sunday from 10am–6pm. Admission is always free.

Synthetic Sirens (January 31–July 12, 2026) is organized by the Eli and Edythe Broad Art Museum at Michigan State University and co-curated by Maral Zakharia, associate professor in the MSU College of Communication Arts and Sciences, and Steven L. Bridges, senior curator and director of curatorial affairs at the MSU Broad Art Museum. Support for this series is provided by the Michigan State University Federal Credit Union. The exhibition is the result of the MSUFCU Arts Power Up Artist-in-Residency program, which is also generously supported by an endowed gift from Michigan State University Federal Credit Union and the Danish Arts Foundation. This iteration of the program developed out of a partnership between Arts MSU; MSU Department of Advertising and Public Relations, MSU College of Communication Arts and Sciences; MSU Broad Art Museum; and the MSU Ethics Institute.



The Eli and Edythe Broad Art Museum at Michigan State University (MSU Broad Art Museum) connects people with art through experiences that inspire curiosity and inquiry.

Presenting exhibitions and programs that engage diverse communities around issues of local relevance and global significance, the MSU Broad Art Museum advances the university values of quality, inclusion, and connectivity. Opened on November 10, 2012, the museum was designed by Pritzker Prize-winning architect Zaha Hadid and named in honor of Eli and Edythe Broad, longtime supporters of the university who provided the lead gift for its creation.

Arts MSU is a strategy that moves creativity to the center of university life by integrating the arts into our educational experiences, our research activities, our outreach, and our campus culture. Guided by the belief that the arts are essential to a vibrant university community that is resilient, inclusive, collaborative, and globally minded, this strategy is committed to advancing the impact and amplifying the presence of the arts across campus.

**Arts
MSU**

Michigan State University has been advancing the common good with uncommon will for 170 years. One of the world's leading public research universities, MSU pushes the boundaries of discovery to make a better, safer, healthier world for all while providing life-changing opportunities to a diverse and inclusive academic community through more than 400 programs of study in 17 degree-granting colleges.

Image: An exhibition concept sketch of *Synthetic Sirens*. Courtesy the artist

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MSU Broad Art Museum representatives are available for interview.

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