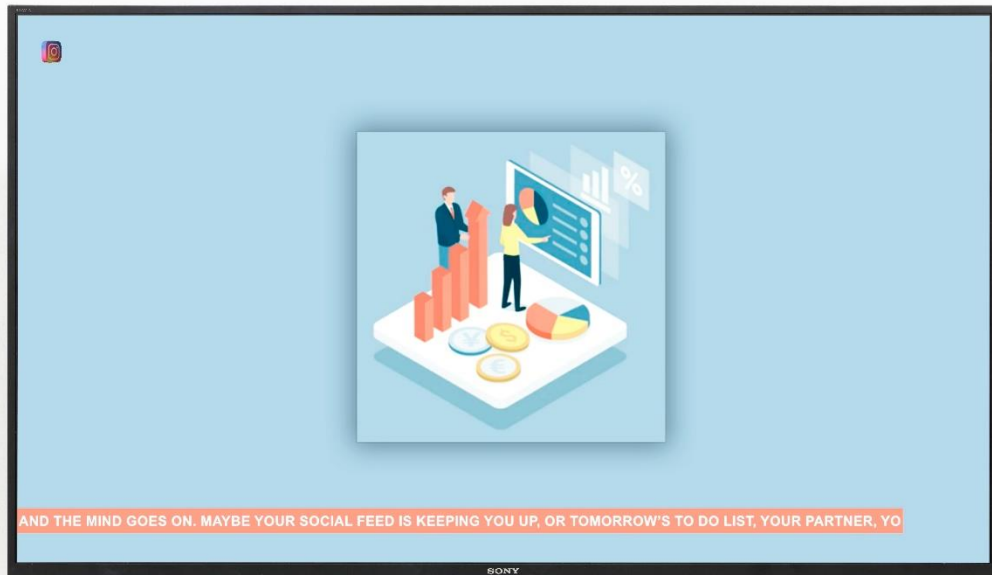


Bob Bicknell-Knight
Sleep Made Simple, 2019
HD video with sound
6 min 40 sec
Commissioned by Daata Editions for The Bass Art Museum, Miami



Bob Bicknell-Knight's *Sleep Made Simple* is a series of seven individual videos, functioning as a succession of adverts for a fictitious unnamed company that promotes wellness and meditation, forewarning of the future of capitalism, digital healthcare and surveillance.

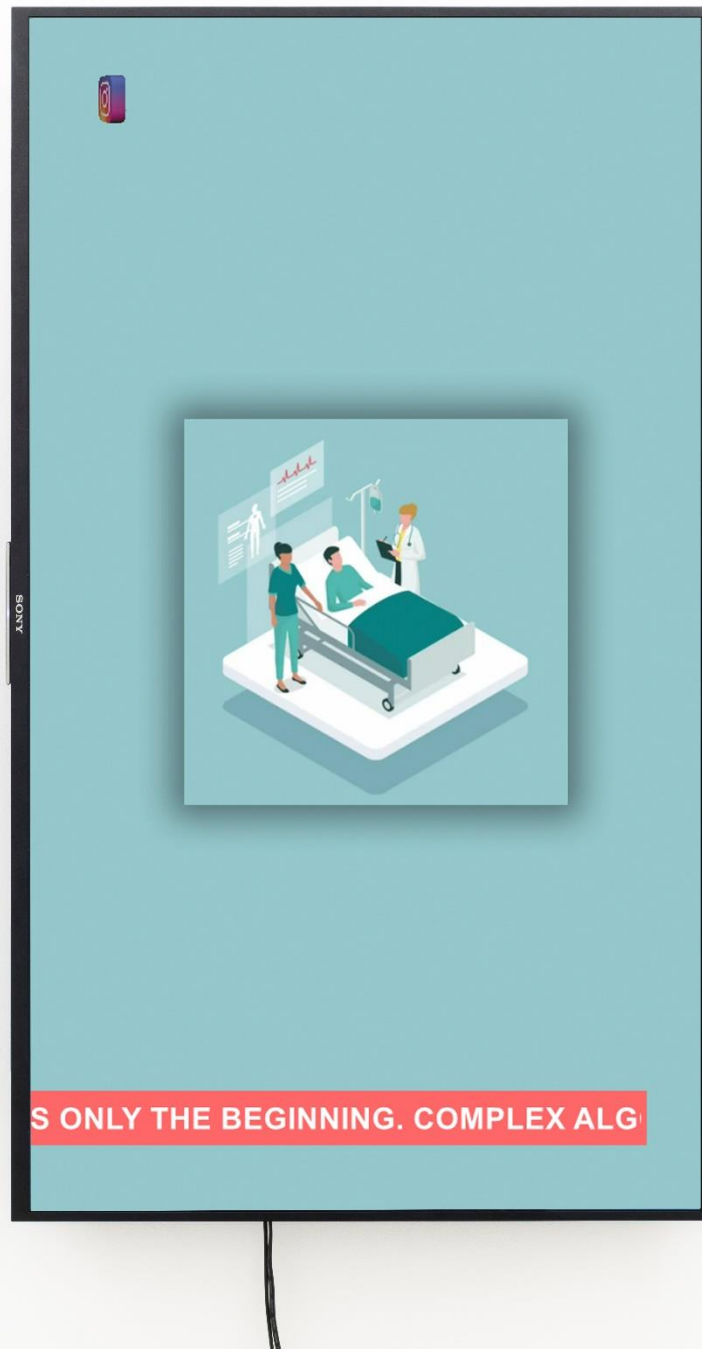
The videos utilize iconography from Instagram and live news feeds, referencing how companies and corporations produce targeted ads for social media users based on complex data analytics crafted from likes, shares and machine-learning algorithms whilst the simple animation style alludes to stripped down advertising techniques and corporate training videos.

The work is available to view and exhibit both in portrait and horizontal formats.

The work is available to purchase from Daata here - <https://daata.art/art/sleep-made-simple>

Watch the portrait version of the film by going to https://youtu.be/XtwKa_oj-ms

Watch the horizontal version of the film by going to <https://youtu.be/BZyvKGP4WwE>



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Exhibited at Rabbit Hole, curated by Gemma Fantacci.

At Metronom Gallery Digital Video Wall, Metronom, Via Carteria, 10, 41121 Modena MO, Italy, 10th January - 7th February 2023.



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