

DREAM FACTORY

Posthuman Cinema Collective

About

DREAM FACTORY is a cinema work that summons apparitions into presence: gesturing, posing, and speaking across the screen's spectral plane.

Following international exhibitions of their breakout collaboration *Posthuman Cinema*, Mark Amerika, Will Luers, and Chad Mossholder expand their improvisational collaboration into their most ambitious long-form video work to date. What begins as an homage to Andy Warhol's legendary Factory transforms as generative Superstars claim authorship over their own becoming.

Unfolding across five movements, the work traces an evolution from artificial forms imagining themselves into existence, through experimental social embodiment and early attempts at speech, toward moments of articulate self-reflection. Rather than asking whether machines can replace artists, *DREAM FACTORY* explores how artists and machines might improvise together.

Technical Information

Runtime: 30 minutes

Format: Generative video and audio

Year: 2026

Our Process

The Posthuman Cinema Collective operates through structured improvisation, treating generative systems as collaborators rather than tools. Prompts function as real-time direction, guiding diffusion engines, transformer language models, text-to-video systems, and advanced voice and audio synthesis.

These systems resist simple obedience, producing unforeseen material that pushes the work toward an otherworldly aesthetic sensibility. The result is a work of polyvalent montage that is cinematic, philosophical, and literary.

Media & Links

Project website:

<https://posthumancinema.com/dream-factory/>

Trailer links:

30s: <https://vimeo.com/1156951583?fl=pl&fe=sh>

60s: <https://vimeo.com/1156952592?fl=pl&fe=vl>

90s: <https://vimeo.com/1156955193?fl=pl&fe=sh>

Artists

Mark Amerika — Digital artist, author, filmmaker.

Will Luers — Digital artist, writer, educator.

Chad Mossholder — Composer and sound artist.

Full biographies available at:

<https://posthumancinema.com/posthuman-cinema/>

Contact

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