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The Best Digital Art of 2025, According to Curators, Artists, and Critics

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2025

YEAR IN REVIEW



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Sarah Friend, *Prompt Baby*, SculptureCenter



Sarah Friend, "Prompt Baby (harness) (detail)," 2025.

Photo : Charles Benton/Courtesy SculptureCenter

Sarah Friend's *Prompt Baby* (2025) exposes the libidinal economy beneath much of the so-called playful experimentation with AI. Her work deftly negotiates the interplay of desire, authorship, and economic power. The piece is unsettling, revealing how parasocial demand and market entitlement press upon the artist's body as data, avatar, and negotiable surface. For her presentation in the group exhibition **"to ignite our skin"** (<https://www.sculpture-center.org/exhibitions/14518/to-ignite-our-skin>) at SculptureCenter, Friend showed images of her ghostly digital avatar—created in her likeness—on cell phones. The images were generated through a collaborative yet fraught process in which collectors purchase an NFT granting them the right to submit a prompt describing an action for the avatar to perform. Unsurprisingly, these prompts ranged from playful and amateurish to deranged and explicit. —Eileen Isagon Skyers, writer, curator, and artist with a decade of experience in media art