

May 11, 2026, Los Angeles, CA – **Announcing artist Tony Gold’s solo exhibition, *AXTION CAPTAIN*, opening May 30** in conjunction with a Finale Group Show at Ellie Mayer Gallery in Hollywood, Los Angeles, on view, May 30 – June 27, 2026

AXTION CAPTAIN is not only an art installation about surveillance capitalism, it’s a working model of it. On May 30, a playable arcade cabinet by interdisciplinary artist Tony Gold at Ellie Mayer Gallery in Hollywood will run the same extraction loop your phone runs every day, with one difference—you’ll be able to see it happen.



Tony Gold, *AXTION CAPTAIN*, 2026, MDF board, electronics and custom software, 75 x 35 x 35 IN

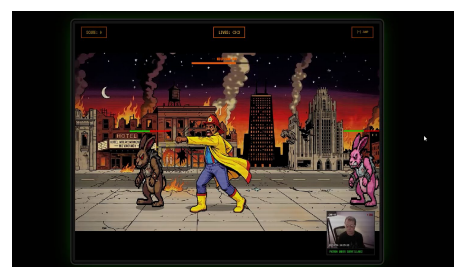
“The most efficient surveillance systems we’ve ever built are the ones that look like games, videos, discounts...like dating, communities, rewards. They have flashing lights and sound effects and dopamine loops and stories about who you might become if you keep playing. Compliance has to be pleasurable, or no one stays in line. The surveillance state we live inside isn’t enforced. It’s enjoyed.”

–Tony Gold, May 2026

A full-size arcade with a custom marquee display, *AXTION CAPTAIN*, is engineered to be irresistible, in exactly the way every app on your phone is. The cabinet’s flashing, loud, red sirens, neon LEDs, two joysticks and a delicious, pulsating giant yellow button calls out to you to want to play it—that wanting is the subject. The game inside is a side-scrolling beat-em-up set across three zones of a collapsing city, drawing characters and aesthetics from *DUELIN’ FIREMEN!* a FMV game Gold helped create in 1994. The fighting is a pretext. The real game is the data.



Details of: Tony Gold, *AXTION CAPTAIN*, 2026



The cabinet interrupts gameplay with VALS psychographic survey questions, the same framework advertisers use to sort populations into targetable segments. As it photographs you, it logs behavioral metrics generating an AI-rendered portrait and a complete psychological dossier which it transmits 2,000 miles to Marz Community Brewing in Chicago, where strangers review the file and earn a free beer. The transaction is the artwork. Players surrender their data. Agents adjudicate it. Both sides walk away having performed, in public, the exact exchange that governs their daily digital lives, except this time the wires are visible.

“You have already agreed to all of this, a thousand times, on a thousand screens, without reading any of it. *AXTION CAPTAIN* is your chance to perform that agreement knowingly, with a joystick in your hand. The pleasure of doing it consciously, the embarrassment, the laughter, the slight nausea: that’s the work. *AXTION CAPTAIN* is what happens when one of the people who built the machine decides to file a public report on it.”

–Tony Gold, May 2026

About Tony Gold:

Tony Gold is a Chicago-based interdisciplinary and multimedia artist and the founder of RUNANDGUN! a production company that has produced advertising, experiential and live activation work for Samsung, Nintendo, McDonald's, Mars, Allstate, Bayer, and Skittles for more than two decades. He teaches at the School of Cinematic Arts at DePaul University, where his courses in commercial production, music videos, and senior capstone train future creators to enter a media landscape his own industry helped engineer.

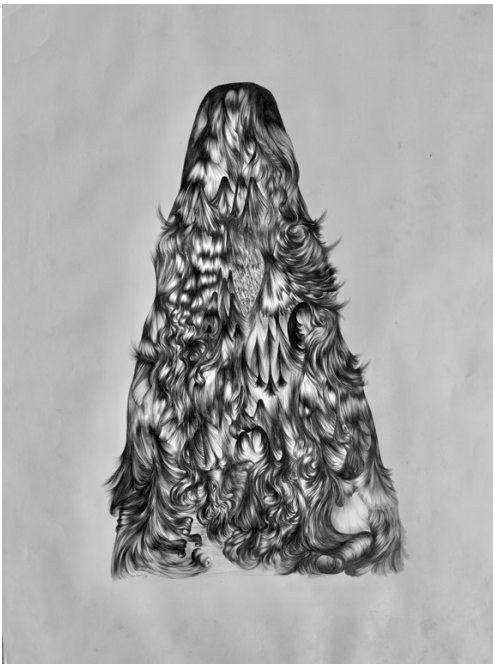
AXTION CAPTAIN extends the Duelin' Firemen! universe, a 3DO game created by RUNANDGUN! with an impossible cast—Rudy Ray Moore, Steve Albini, David Yow, Timothy Leary, Mark Mothersbaugh, and Tony Hawk, which developed a cult following among lost media obsessives, punk historians, and collectors into art installations, illustrated novels and live performance.

Group Show Finale: Federico Martini Crotti, Saskia Jell, Johnny Lane, Ben Horton and Vezna Andrews

Working with ink or pencil on paper, Argentinian artist Federico Martini Crotti draws in abstract visions in repetitious patterns derived from observing nature. With exhilaration for the very act of drawing, subconscious thoughts emerge in the uncontrolled rolling ballpoint pen, resulting in the feeling of three-dimensional fantastical biomes.

Saskia Jell, a multidisciplinary German American artist working with oil on canvas creates an intimate and visceral dialog through form, color, light and the illusion of space. Her paintings transmute energy; creating their own beautiful environments and imaginary life forms, inspired by the intense beauty she finds in nature and in contrast to her art studio in New York City.

The group show finale also includes works by all the Ellie Mayer Gallery artists who had previous solo shows; Johnny Lane, Ben Horton and Vezna Andrews, as well as coincide with Tony Gold's solo exhibition, *AXTION CAPTAIN*.



Federico Martini Crotti, *Marabunte*, ballpoint ink on paper, 39.5 x 27.5 IN

Artist Reception for Finale Group Show and Tony Gold, *AXTION CAPTAIN* on May 30, 5-8 pm

For more information or to book a preview:

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