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By Catherine Hong

SARAH MEYOHAS Math, data, finance—none of this stuff scares Sarah Meyohas. "I've always been interested in value," says the Conceptual artist, whose works cross the boundaries of performance, photography, film, and virtual reality. Just two years out of school (B.S. Wharton, M.F.A. Yale), Meyohas has established herself as one to watch for her attention-grabbing projects focused on issues of technology and financial speculation. BitchCoin was a crypto-currency she developed modeled on Bitcoin, where each BitchCoin sold entitled the buyer to 25 square inches of one of the artist's current or future photographs. Last year she made the headlines of *Fortune* and CNBC with a project called "Stock Performance," where she traded stocks from a desk at 303 Gallery and then turned the financial charts into drawings.

For her latest exhibition, opening in October at Red Bull Arts New York, "Cloud of Petals" explores issues of replication, perfection, and artificial intelligence, all based on that timeless symbol of beauty—the rose. Working out of a former lab in New Jersey, Meyohas filmed a team of 16 men as they carefully pulled apart 10,000 roses and photographed the individual petals they considered "most beautiful." Using an artificial neural network, she used the digitized petals to generate new, unique digital petals for a 30-minute film, pressed-petal sculptures, and, most intriguingly, a gaze-activated virtual-reality "cloud of petals," which she's creating with Brooklyn technology studio Superbright.

Much as Meyohas seems juiced by all the epistemological issues opened up by V.R., she doesn't want it to overshadow the story: "I still want it to be beautiful." *sarahmeyohas.com* —C.H.