

1. The Medium is the Message

My project shares a profound connection with Marshall McLuhan's work, 'The Medium is the Message,' as represented in his line: 'Electrical information devices for universal, tyrannical womb-to-tomb surveillance are causing a very serious dilemma between our claim to privacy and the community's need to know.' At the heart of my project lies a magnified depiction of the human mouth. This intense focus disrupts the third wall between observer and artist, inviting a deeply personal engagement. Yet, this intimacy also serves as a stark reminder of the threatened realm of personal privacy. Through a series of 150 iterations, the image undergoes a transformative journey within the digital environment, subjected to alteration, distortion, and manipulation. The very essence of the image is invaded, reflecting the pervasive challenge to privacy in our digital age. This process emphasises the potential for electronic mechanisation to influence mass media consumers, revealing the social consequences of 24/7 surveillance.

Reference: McLuhan, M. (1964). The medium is the message. Corte Madera Gingko Press.

2. Conditional design workbook

The authors' concept revolves around the loss of control when a process becomes subjective, suggesting that we can only manage input derived from external sources like nature and social interactions. The output, however, remains unpredictable, as stated: '...and from an opposing perspective as a purposeful desire to introduce uncontrollable and unpredictable elements that can alter the course of events.'

Throughout the creative iteration process, there is a flow, but the guiding force remains the initial idea. This idea establishes a set of rules that create a systematic approach to iteration. Digital replication becomes variable and no longer adheres to the notion of "copy as another replication."

Each step presents a fresh perspective on the same concept, ultimately leading to the reincarnation of the initial idea. Through various methodologies, I explore the endurance of subjectivity in these images. Subjectivity gradually transitions into objectivity as it acquires consistent meaning across different viewpoints.

Reference: Maurer, L., Edo Paulus, Puckey, J. and Roel Wouters (2013). Conditional design workbook. Amsterdam: Valiz.

3. The Creative Act: A Way of Being

Given the overwhelming influx of media that fills our daily lives — news, advertisements, conflicts, data — our brains instinctively seek moments of respite. Rick Rubin, in "The Creative Act: A Way of Being," notes, "Most people aren't used to being fully heard, and it can be jarring for them. Sometimes we block the flow of information being offered and compromise true listening." Despite the intense zooming in on the mouth, there's a deafening absence of sound, leaving only noise or silence. Words begin to lose their significance, reminiscent of the confusion during the construction of the Tower of Babel. Even between those who speak a common language, communication is inhibited, increasing the feeling of disconnection. In the wake of digitization and constant surveillance, individuals feel increasingly exposed, leading to an erosion of trust among people. This results in societal fragmentation and self-censorship, as individuals strive to control their thoughts and creative expressions. Consequently, social progress is stunted as the collective consciousness recoils, trapped in uncertainty and reticence.

Reference: Rubin, R. (2023). *The Creative Act: A Way of Being*. Penguin.

4. John Cage's Graphic scores

Graphic scores offer new ways for combining different forms of art and science. By discarding traditional musical notation, artists seek alternative means of expression. Picture-language inventions enable artists and composers to explore questions about sound and the environment. What is the essence of sound? How can sound be presented in innovative ways? What impact does sound have? This visual language is more accessible to viewers, requiring minimal expertise while evoking emotional resonance that fosters increased interest in the subject matter.

Interpreting from one language to another inevitably results in some loss, yet it also sparks a wealth of new ideas. In my project, I employed a consistent phrase spoken by six individuals and me. Through graphic notation, I highlighted various methods of distinguishing between them, considering factors such as volume, syllable length, intonation, and clarity. Speech recognition serves as another distinguishing feature, aiding in the identification of individual voices in the group. Overlaying all of these methods helps to see the personification of the people, the complexity of the language in all its details. It is a call to embrace fresh modes of listening and communication.

Reference: Cage, J. (1969). Notations.

5. Google Maps

Google Maps serves as one of the examples of the themes explored in my iterations. It vividly demonstrates the lack of privacy within the digital 3D realm, where both mental and physical boundaries dissolve, allowing unrestricted access for all. This invasion into personal space facilitates easy manipulation of content, as users' movements and locations are carefully tracked and stored by the platform.

By granting users unlimited access to otherwise inaccessible areas, Google Maps blurs the lines between expertise and amateurism, enabling individuals with minimal experience or knowledge to edit and input data. The influx of misinformation remains a persistent problem.

Collecting data about users' movements, habits and preferences gives Google invaluable information that can be used to target advertising and other forms of data use. This money-pulation of personal data poses risks to people's security and privacy, especially in the context of our capitalist society.

One of the consequences of this data use is identity theft, a recurring theme explored in several iterations of my project. As we navigate this digital environment, it is important to remain vigilant and realise the potential risks posed by the commodification of personal data.

Reference: Google Maps (2024). Google Maps. [online] Google Maps. Available at: <https://www.google.com/maps>.

6. Mini Moog Factory project

This is a free emulator of the Minimoog Model D, drawing inspiration from 90s video games and websites, allowing users to record their own songs. Both this emulator and my project portray the medium as an accessible tool for everyone, whether professional or amateur. They also underscore the connection between generations by bridging the past and the future. In our projects, this connection is brought to life by blending old aesthetics with new environments—think 90s video game vibes and transformed musical notes in the digital realm. Creativity offers us boundless freedom, turning music into a playful game. However, with this accessibility comes increased responsibility; as we gain access to new skills limitlessly, our roles expand. My project features numerous iterations of a single person, reflecting the restless

nature of a process without end. As our minds remain active, our workload grows, and we often find ourselves solving today's problems with yesterday's methods.

Reference: minimooogmodeld.com. (n.d.). Mini Moog Factory. [online] Available at: <https://minimooogmodeld.com/>.