

From awareness to emancipation  
Artistic practices in the era of datafication

Daphne Dragona

TRACK SLEEP. TRACK STEPS. TRACK HABITS. TRACK LIFE. TRICKS OF THE MIND.

Pass a ball.

Passerby.

Net.

Goal.

Internet. Hole.

Brain half. Left, right.

Capital. Co-operate.

Carbohydrate.

Never change a winning team.

Dare to dream.

Hanne Lippard, 2015







Brand or Agency? [Learn more.](#)

Sign in ▾

# Be known for what you love.



Log in with Facebook



Sign in with Twitter



Sleep

LAST NIGHT **6h 39m** asleep

You were awake for 0 mins (0x) and restless for 0 mins (0x) ?



### PAST 7 DAYS

SEP 11

- MONDAY
- SUNDAY
- SATURDAY
- FRIDAY
- THURSDAY
- WEDNESDAY

SEP 05

10:41 PM  
 6:53 AM

**7h 48m** asleep

1 mins awake (1x)

16 mins restless (7x)

- TUESDAY
- MONDAY
- SUNDAY
- SATURDAY
- FRIDAY
- THURSDAY



■ SLEEP    
 ■ RESTLESS    
 ■ AWAKE

AT&T

3:06 PM

81%

Still time to catch up! The marker is where you usually are at this time.



Great. Let's Go!

James Lane



- Klout: 2%
- Facebook: 33%
- LinkedIn: 15%
- Google+: 6%
- Twitter: 43%
- Foursquare: 1%

Jayson Gurney

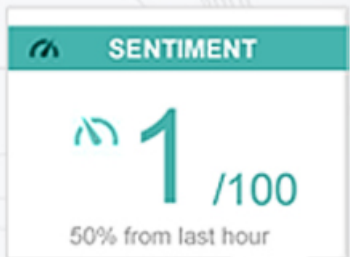
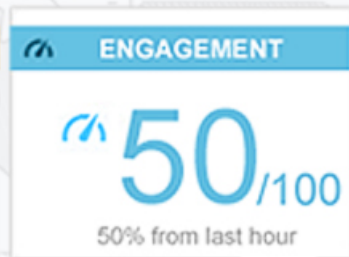
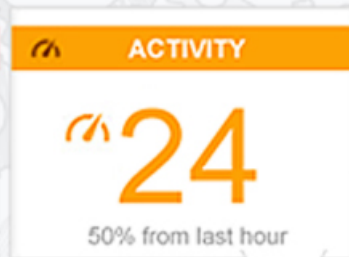
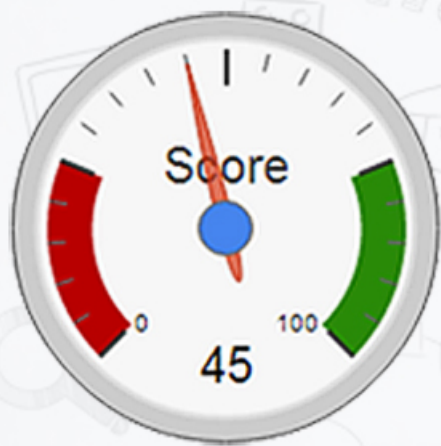


- Klout: 2%
- Twitter: 43%
- Facebook: 20%
- LinkedIn: 35%

Facebook datafied relationships...; Twitter enabled the datafication of sentiment...; Linked in datafied our long past professional experiences....

Mayer Schoenberger & Cukier





# Gamification

## We Can Do It!





Keep employees happy, healthy and engaged by  
creating an effective wellness program with Fitbit.

acme.facebook.com

Search for people, groups and posts

**ACME**  
— EST. 1890 —

Zora Desai  
Edit Profile


- News Feed
- Messages
- Events
- Photos
- Videos
- Design Team
- iOS Team
- Company FYI
- London Office
- New Product Ideas
- Women @ Acme

Update Status Add Photos/Video Add Activity

What's on your mind?

**Christine Røde** 🥰 feeling loved at Acme HQ  
Just now · 🌐

Can't believe I've been at Acme for two years! Thankful I get to work with the best people.



Like · Comment · Share

Write a comment...

**Tom Elliott** ▶ iOS Team  
Just now · 🌐

Is it possible for our immutable object generation 'value' object code to generate copy-on-get semantics?

3 event invites

PEOPLE TO FOLLOW

- John Egan**  
Product Manager  
106 followers
- Elena Perez Rioja**  
Software Engineer  
150 followers
- Paresh Ghagda**  
Software Engineer  
123 followers
- Lars Rasmussen**  
Director  
123 followers


AT&T 1:44 PM 100%

Search

Status Photo Check In

**Christine Røde**  
3 min · London, UK · 🌐

Can't believe I've been at Acme for two years!  
I couldn't ask for a better workplace. — 🥰 feeling loved at Acme HQ.



5 Likes 15 Comments

Like Comment Share

**Tom Elliott** ▶ iOS Team  
32 mins · Menlo Park, CA · 🌐

Navigation icons: Home, Messages, Search, Menu

“Will people’s relationship to their wearable device change when they know that it can be an informant?”

Kate Crawford

“We surrender our temporal identities in order to become stylized, quantified and distributed”

Brooke Wendt

transmediale/festival 28.01-01.02.2015



# CAPTURE ALL

TRACK SLEEP. TRACK STEPS. TRACK HABITS. TRACK LIFE. TRICKS OF THE MIND. FITNESS. FATLESS. FEARLESS. FLIGHTS. HEIGHTS. SIGHTS WORTH SEEING. CAPITAL. CO-OPERATE. CARBOHYDRATE. NEVER CHANGE A WINNING TEAM. DARE TO DREAM. SLEEPWALK. LOVERS. LOSERS. LONERS. WORK LESS, PLAY HARD. LAST TO LEAVE AND FIRST TO ARRIVE.

transmediale festival  
HKW HAUS DER KULTUREN DER WELT  
WED 01.02.2015  
HTF PLANUNG  
REACH YOUR GOALS



Choose Life. Choose a job. Choose a career. Choose a family. Choose a fucking big television, choose washing machines, cars, compact disc players and electrical tin openers. Choose good health, low cholesterol, and dental insurance. Choose fixed interest mortgage repayments. Choose a starter home. Choose your friends. Choose leisurewear and matching luggage. Choose a three-piece suite on hire purchase in a range of fucking fabrics. Choose DIY and wondering who the fuck you are on a Sunday morning. Choose sitting on that couch watching mind-numbing, spirit-crushing game shows, stuffing fucking junk food into your mouth. Choose rotting away at the end of it all, pishing your last in a miserable home, nothing more than an embarrassment to the selfish, fucked up brats you spawned to replace yourself.

**Choose your future.**  
**Choose life.**

**Trainspotting**

GAMES







Mediaterra 2006 Gaming Realities



Gameworld 2007, LABoral, Gijón

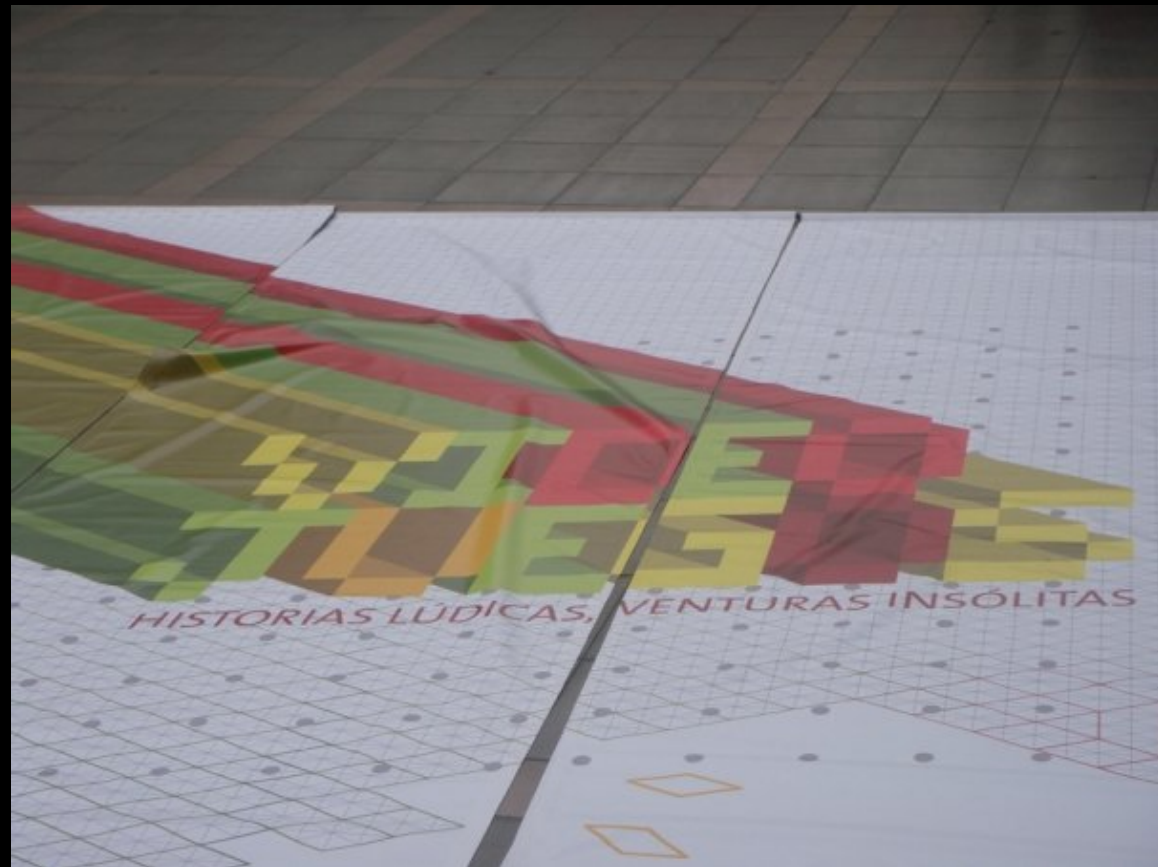


Homo Ludens Ludens 2008 , LABoral



Homo Ludens Ludens, Laboral 2008







Historias Ludicas, Aventuras Insolitas 2009



# NETWORK CULTURE



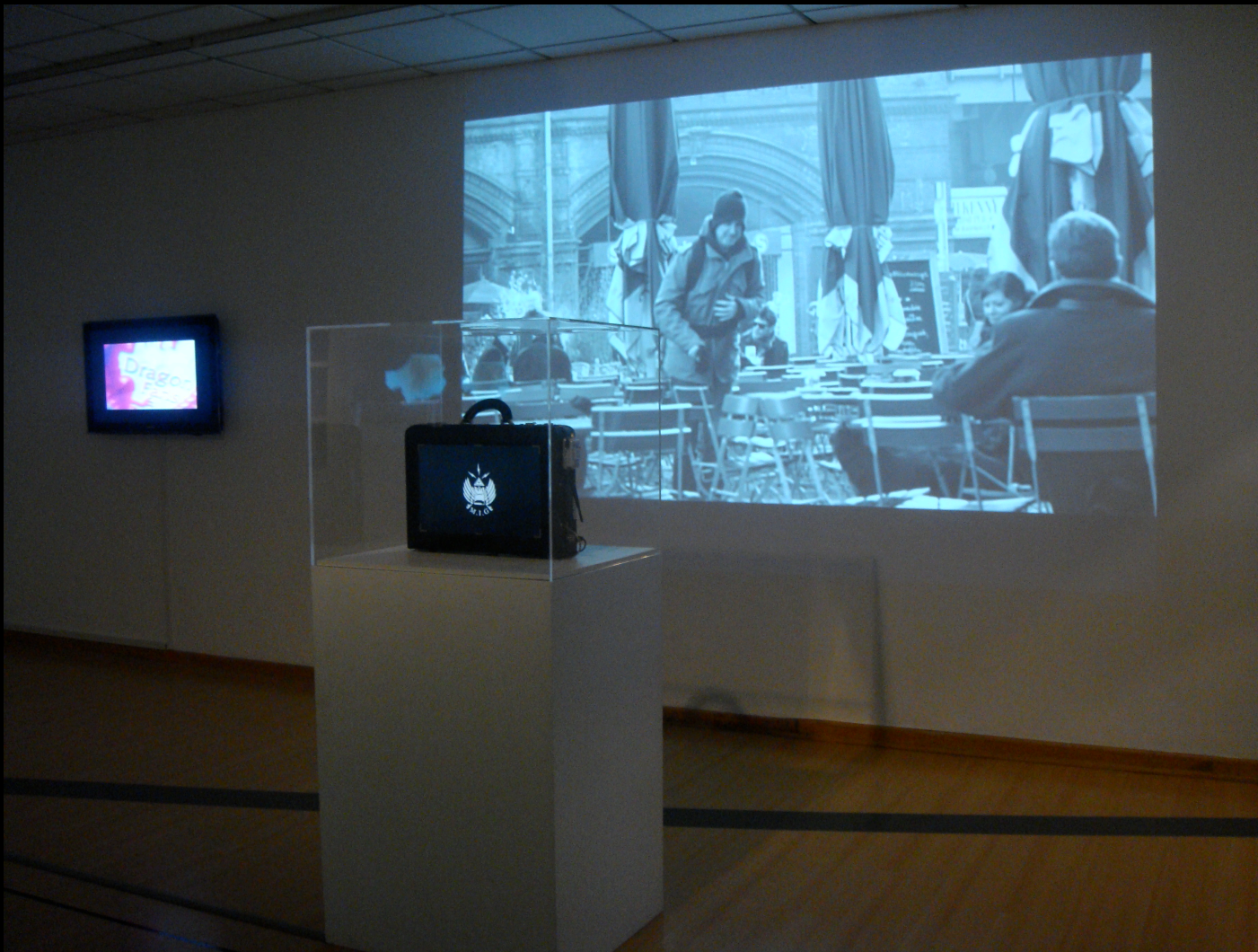


Jon Rafman, 9 eyes of Google Street view, 2008

Data Bodies Networked Portraits, Fundacion Telefonica, Lima, 2011



Christopher Baker, Hello World, 2008

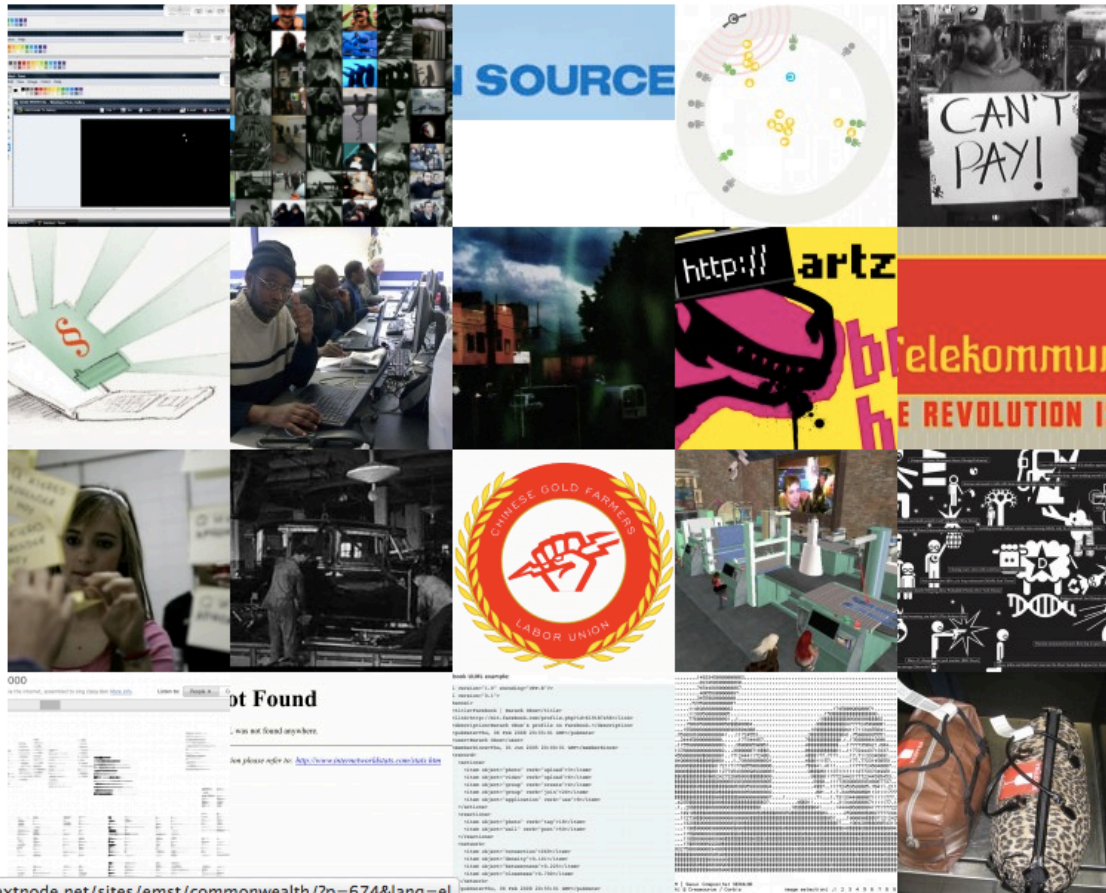


Men In Grey, 2011

COMMONS

# Esse, nosse, posse common wealth for common people

about / projects / platforms / resources



- \_-
- Burak Arıkan & Engin Erdoğan
- Samuel Bianchini
- Michael Bielicky & Kamila B. Richter
- Jeff Crouse & Stephanie Rothenberg
- Marcelo Expósito
- Furtherfield
- Brett Gaylor
- Ge Jin aka Jingle
- Pat Kane
- Carlos Katastrosky
- Dmytri Kleiner
- Nicholas Knouf
- Aaron Koblin & Daniel Massey
- Tobias Leingruber, Jamie Wilkinson, Greg Leuch
- Geert Lovink
- Mediashed & Eyebeam
- Molleindustria
- Matteo Pasquinelli
- Dan Phiffer & Mushon Zer-Aviv
- Platoniq
- Juan Martín Prada
- Kate Rich
- Trebor Scholz
- Anders Weberg
- Δημήτρης Παπαδότος

SUBMIT YOUR WORK



## Mapping the Commons of Athens

Mapping the Commons of Athens<sup>[1]</sup> took place at the end of 2010, at the year when Greece started losing its financial independence. Six months after the first memorandum with IMF and the implementation of the first austerity measures, the Greek capital was called upon to play a new role. Athens was invited to become the “beta” city of crisis, to constitute the experimental ground for the emerging transitional economic period and to confront first in Europe the impasse of late capitalism. The metropolis looked vulnerable but also restless, and its territory was the one where older and newer forms of resistance and counter-practices were about to be formed but also challenged.



TOOLKITS &  
AUTONOMOUS INFRASTRUCTURES



# **DATENSPIEL** **DATAPLAY**

ΤΑΚΤΙΚΕΣ ΠΑΡΕΜΒΑΣΗΣ ΚΑΙ ΕΡΓΑΛΕΙΑ ΕΠΑΝΑΟΙΚΕΙΟΠΟΙΗΣΗΣ ΔΕΔΟΜΕΝΩΝ ΓΙΑ ΚΑΤΟΙΚΟΥΣ ΥΒΡΙΔΙΚΩΝ ΠΟΛΕΩΝ  
INTERVENTIONSTAKTIKEN UND WIEDERANEIGNUNGSTOOLS FÜR BEWOHNER VON HYBRIDEN STÄDTEN

**4 ΕΡΓΑΣΤΗΡΙΑ ΓΙΑ ΤΗΝ ΠΟΛΗ ΤΗΣ ΑΘΗΝΑΣ**  
**4 WORKSHOPS FÜR ATHEN**

**19 - 22 & 25 - 26/05/2013**

**GOETHE  
INSTITUT**

Sprache. Kultur. Deutschland.

“we hardly know what our device does behind our back.”

Danja Vasiliev



Covert Computing with Julian Oliver



Netless with Danja Vaisliev



CPU City mapping with Gordan Savicic



Electromagnetic cityscapes with Sabrina Basten and Audrey Samson

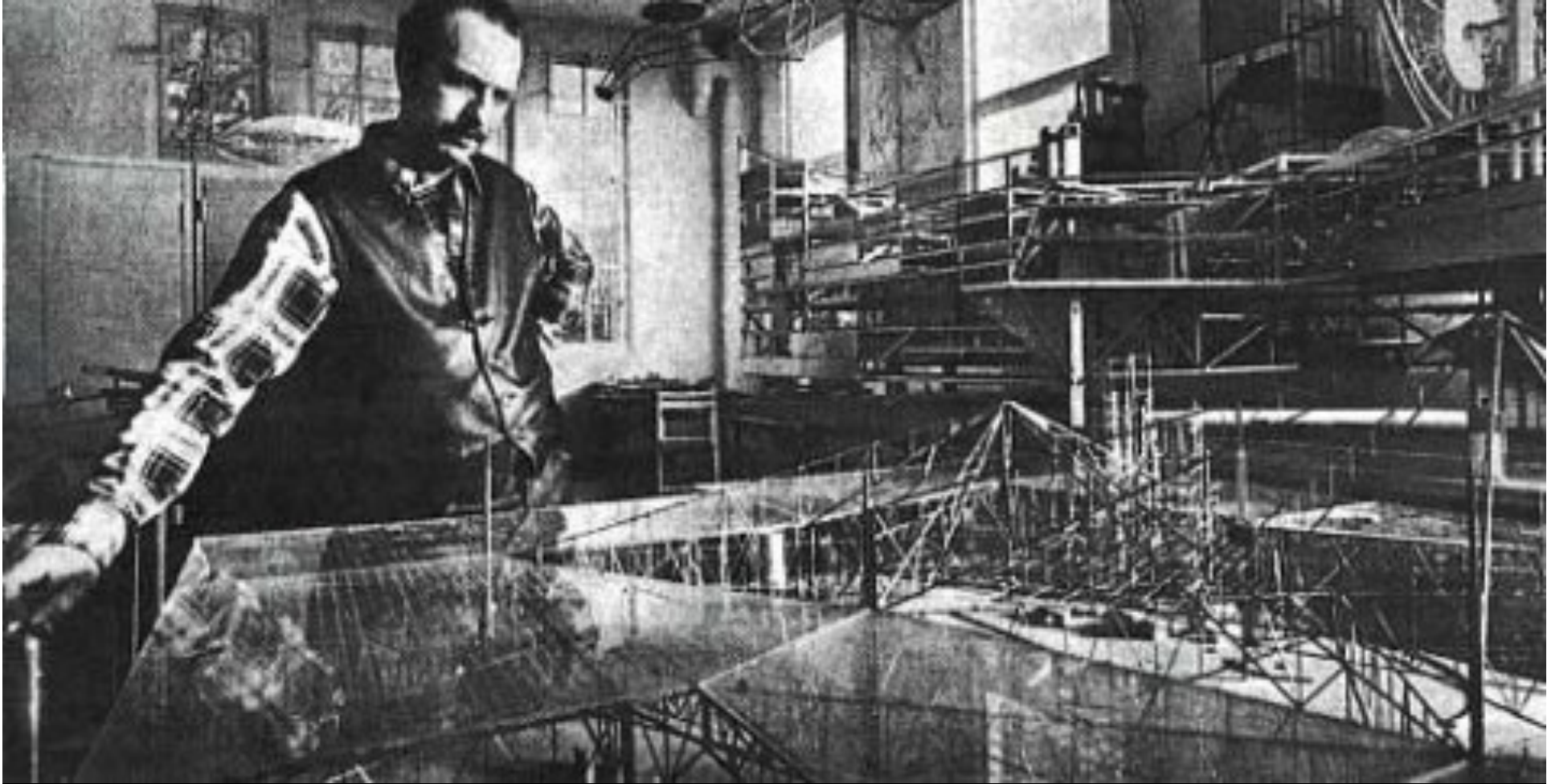
UNIFYING EXPERIENCES



# **NEW BABYLON REVISITED**

## **5-9.11.2014**

A series of actions, workshops and dérivés that starting from Constant's New Babylon re-discuss issues concerning the free communication of a city's inhabitants. Artists and theorists propose new architectures of connectivity, inviting the inhabitants to think and act collectively.





Octo Apps , Telekommunisten



Athens Conference for Utopian Technologies,  
Christina Kral and Angela Jerardi



Babylon Radio, 3 137



Enclosures of New Athens & reStreet, Oliver Lerone Schultz, James Stevens, Adnan Hadzi, Antonis Galanopoulos

# CAPTIVARE™



“...the term ‘post-digital’ can be used to describe either a contemporary disenchantment with digital information systems and media gadgets, or a period in which our fascination with these systems and gadgets has become historical...”

What is post-digital, Florian Cramer



“The internet does not exist. Maybe it did exist only a short time ago, but now it only remains as a blur, a cloud, a friend, a deadline, a redirect, or a 404. If it ever existed, we couldn’t see it. Because it has no shape. It has no face, just this name that describes everything and nothing at the same time. Yet we are still trying to climb onboard, to get inside, to be part of the network, to get in on the language game, to show up on searches, to appear to exist. But we will never get inside of something that isn’t there”

Julieta Aranda, Brian Kuan Wood, Anton Vidokle

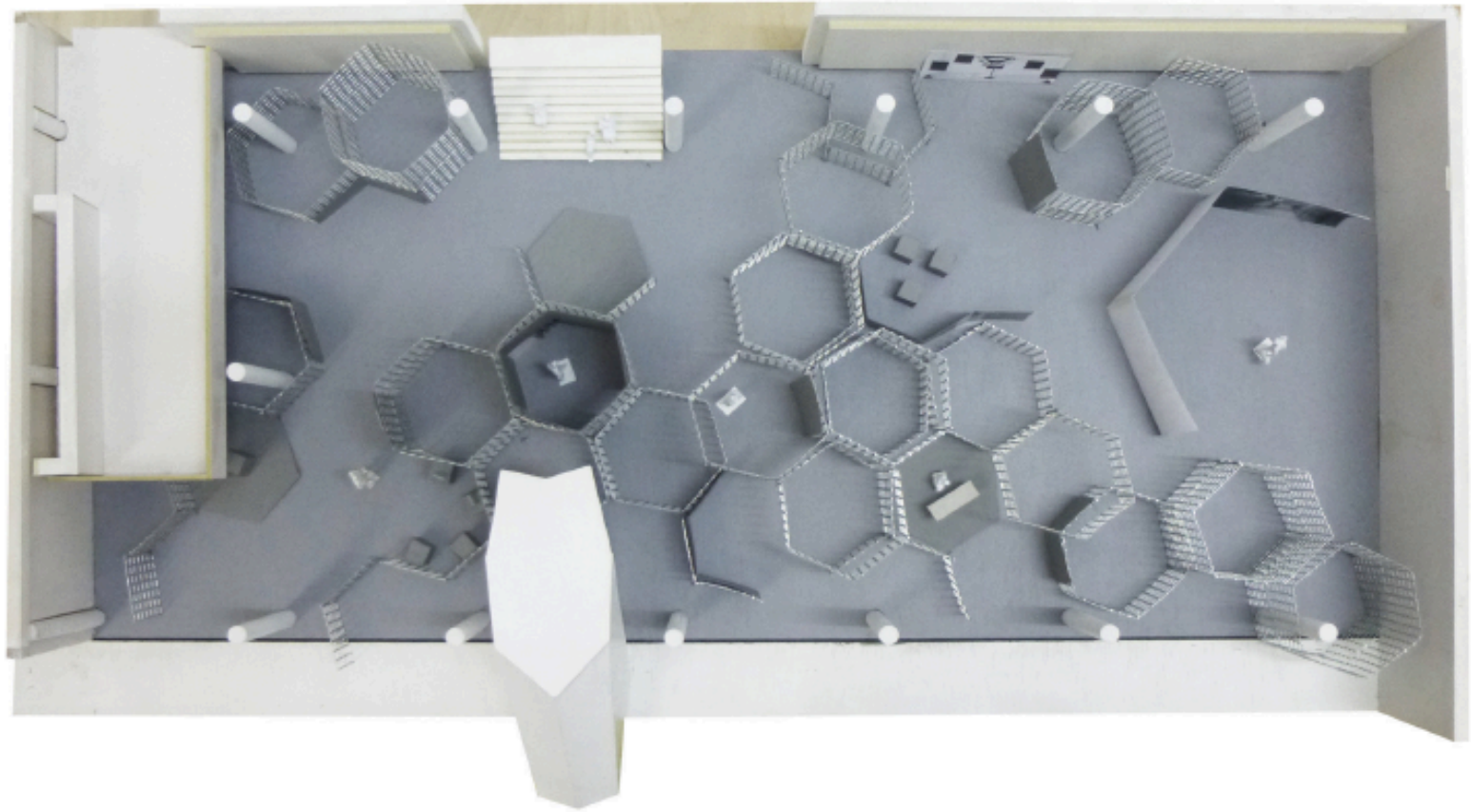
## Capture all exhibition

*The exhibition Capture All, presents artistic positions that respond to the asymmetries and the misconceptions of a datafying world. The selection, which came together after curatorial research and an open call for works, particularly focuses on the ambiguous relationship and the uncanny tension between the user and the algorithm, the self and the constantly evolving apparatus. Can the system still be gamed or has an impasse been reached?*



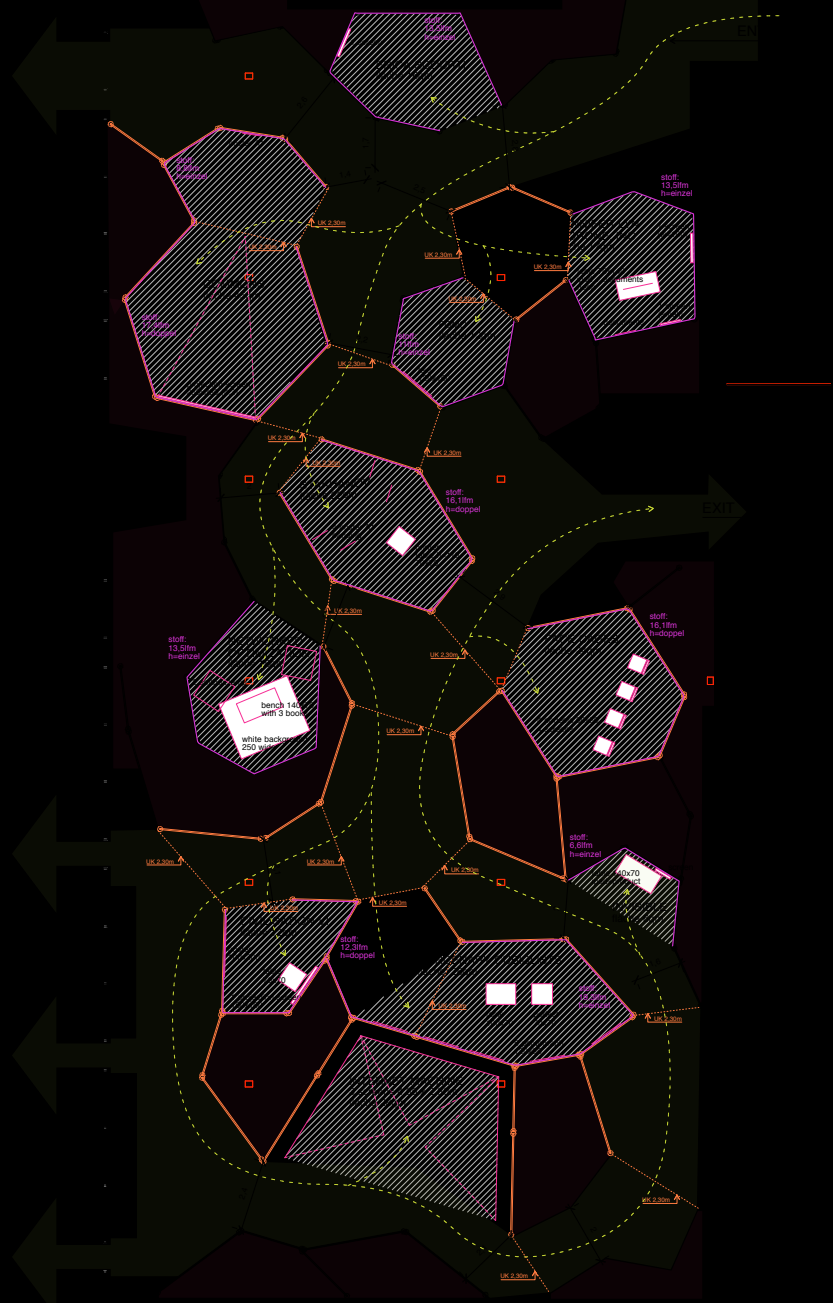
Capture All exhibition

Curated by Daphne Dragona and Robert Sakrowski





Which artistic practices can we locate  
as responses to the capture all logic?



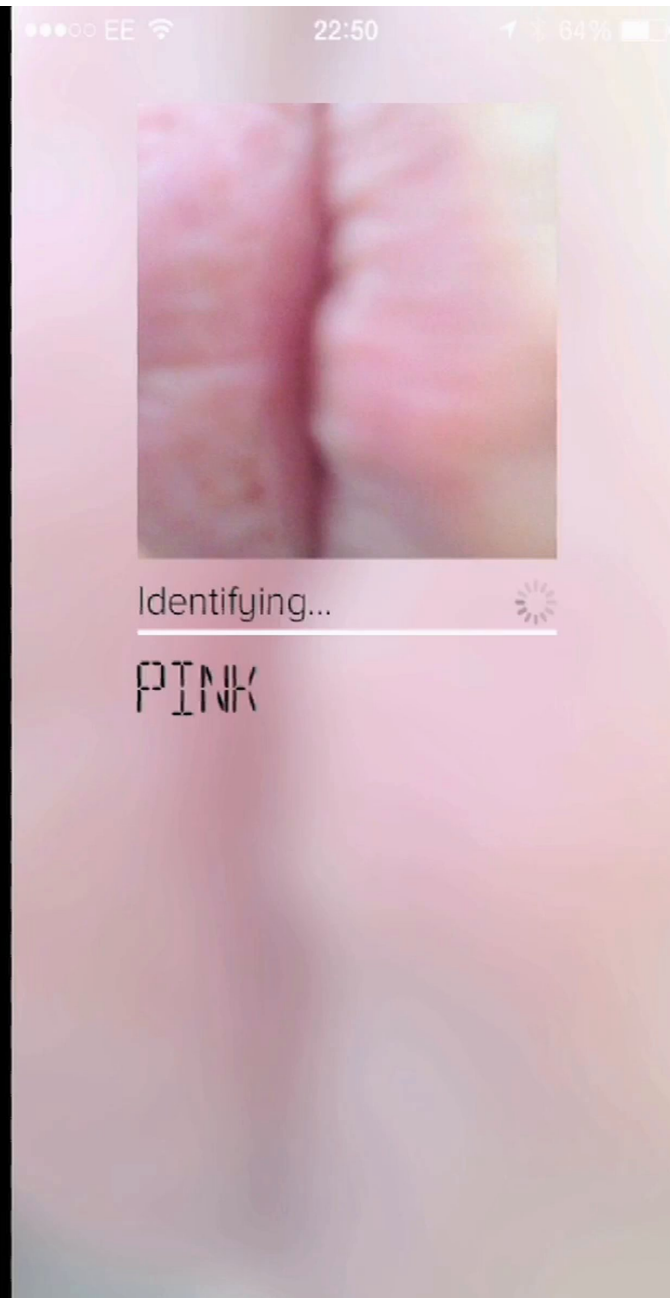
Bauherr: **Transmediale 15**  
 Klosterstraße 68  
 D - 10179 Berlin

tel: +49 (0)30 24 749 761  
 fax: +49 (0)30 24 749 763  
 info[at]transmediale.de

Ausstellungsort: Haus der Kulturen der Welt

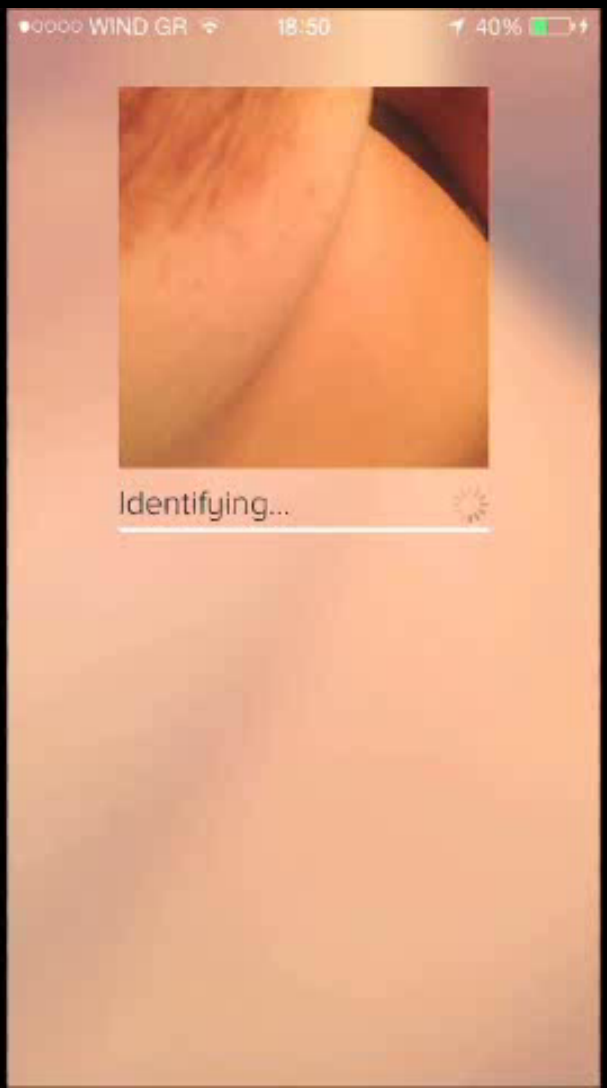
**Ausstellungshalle Grundrisse**

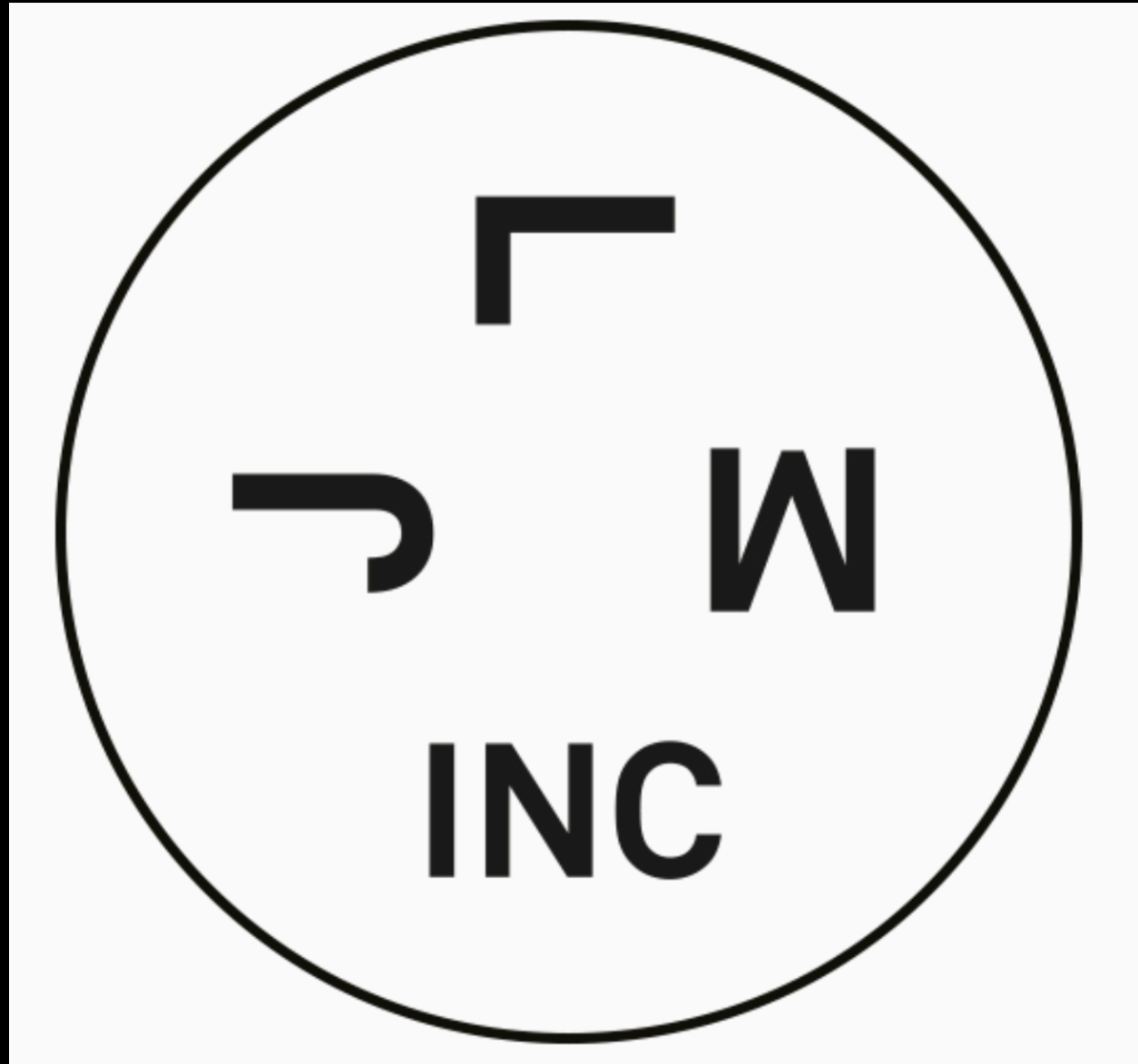
Maßstab: | Blatt: | Planungsstand:



Erica Scourti, Body Scan (2014)

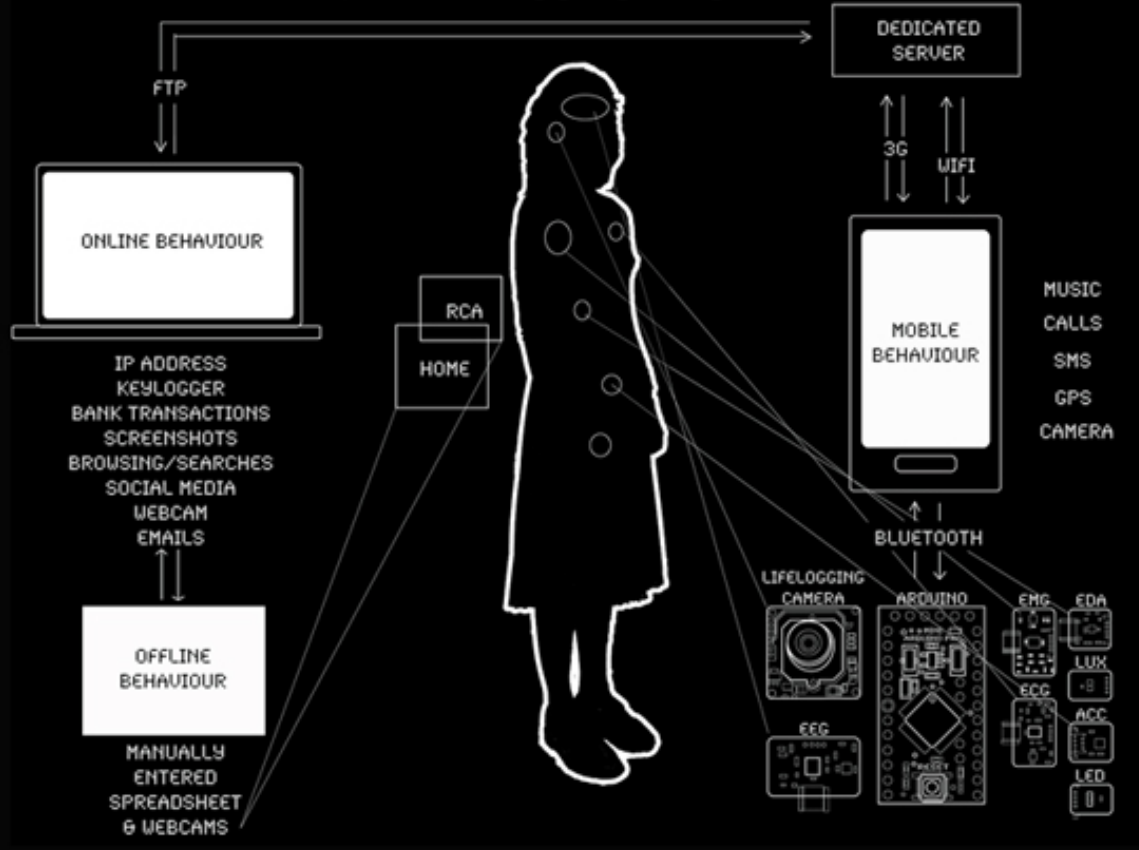






Jennifer Lyn Morone, Jennnifer Lyn Morone Inc (2014)

# Hooked Up & Data Aggregating





Invisible, Heather Dewey Hagborg, 2014 - 2015



Face Cages, Zach Blas, 2014-2015



Internet Machine, Timo Arnall, 2014



Mercenary Cubiclists, Tobias Revell, 2013

# Foyer Program





Theoretical and hands on workshops, workgroup discussions, presentations

Methodologies, manifestos, autonomous infrastructures, community prototypes and toolkits

## commoning the networks: a feminist methodology



# Pirate Box



## Ubiquitous commons



## Obfuscation workshop



#artist\_as\_commoner

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**European Union**  
European Social Fund



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**Co-financed by Greece and the European Union**

