



made possible by a grant from the



← CreatureCast: Tangled String

Creativity in the Brain →

Google Like You've Never Seen It

Posted on [January 4, 2011](#) by [Katherine](#)



Here's something awesome: [Google Variations](#) by artist [Leonardo Solaas](#) takes Google's homepage and modifies it in different ways. Some are visual, some change the search results, and some lead you away from Google altogether.

Part of Google's success is based on how fully we take it for granted. We're so accustomed to Google just doing what it does — getting us somewhere else — that it's easy to forget how reliant we are on it. Its ubiquity makes it invisible. The goal of Google Variations is to “de-naturalize our relationship with the brand, the corporation and the technology” — to make us more aware of what kinds of algorithms and planning go into Google, and remember that Google isn't just a neutral tool or portal. Some of the most fun “variations” let you use Google to analyze itself (check out Google is Good, Google is Gold, etc.)

So visit [this page](#) and play around with the variations. And if you're sick of Google, try “[not Google](#),” which gives you results from the poor off-brand search engines (Yebol, anyone?).

[via [the Creators Project](#)]



This entry was posted in [Visual Art](#) and tagged [Google](#), [Hacks](#), [Technology](#). Bookmark the [permalink](#).

← CreatureCast: Tangled String

Creativity in the Brain →

Follow @Sci_Arts on Twitter

- Google Honors Les Paul with Interactive Logo via Paste <http://bit.ly/jyyA2L> 3 days ago
 - xtra clips from talk w/ novelist-doctor Chris Adrian -on writing about tragedy, & the hospital as its own world <http://bit.ly/mFmR8h> 3 days ago
- [follow art tweets from SciFri on Twitter!](#)

Archives

- [June 2011](#)
- [May 2011](#)
- [April 2011](#)
- [March 2011](#)
- [February 2011](#)
- [January 2011](#)
- [December 2010](#)
- [November 2010](#)
- [October 2010](#)
- [September 2010](#)
- [August 2010](#)
- [July 2010](#)
- [June 2010](#)
- [April 2010](#)
- [March 2010](#)
- [February 2010](#)
- [January 2010](#)
- [November 2009](#)
- [October 2009](#)
- [September 2009](#)

Tags

[Anatomy art](#)
[Artistic Elements](#)
[Auto-Tune](#)
[BBC biology books](#)
[Carl Sagan](#)
[charles darwin](#)
[climate change](#)
[conservation](#)
[culture](#)
[DIY](#)
[evolution](#)
[exhibitions](#)
[Film](#)
[History](#)
[Hubble](#)
[illustration](#)
[Literature](#)

See popular science prodigy and author of *How We Decide*
JONAH LEHRER

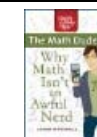


Live at
DISCOVERY SUMMIT 2011
September 13-16 • Denver

www.jmp.com/summit



amazon.com
and you're done.



[Why Math Isn't an Awful Nerd](#)
Jason Marshall

[Beer Is Proof God Loves Us](#)
Charles W. Bamfort...

[The Art of the Commonplace](#)
Wendell Berry, Nor...

[Knots, Splices and Rope Work - ILLUSTRATED](#)
A. HYATT VERRILL

[Brain Rules](#)
John Medina

Leave a Reply

Your email address will not be published. Required fields are marked *

Name *

Email *

Website

Comment

You may use these [HTML](#) tags and attributes: ` <abbr title=""> <acronym title=""> <blockquote cite=""> <cite> <code> <del datetime=""> <i> <q cite=""> <strike> `

math [Medicine](#) [Museums](#) [music](#)
NASA [natural history](#) [neurology](#)
Photography [physics](#)
[psychology](#) [robots](#) [Sam Kean](#) [science](#)
[fiction](#) [Sculpture](#) [space](#) [stage](#)
[Technology](#) [theater](#) [TV and Film](#)
[Video](#) [videos](#) [Visual Art](#)

Popular Posts

- [Afraid of Commitment? Try...](#)
- [Science Graffiti](#)
- [Lady Gaga, Played by Ligh...](#)
- [Worldwide Pinhole Photogr...](#)
- [McCarthy and Herzog Talk ...](#)
- [Why Robots Should Dance](#)

The Science Friday Blog

- [Tropical trouble: Bats in heat \(hot temperatures, that is\)](#)
- [Bio Research at Palmer Station, Antarctica: Fishes, Penguins, Seals and Gorgeous Landscapes](#)
- [A solar power retail tale](#)
- [Environmental business environment](#)

Ciencia Cierta

- [Investigando la base genética del autismo](#)
- [¿Cómo respiran las arañas acuáticas bajo del agua?](#)
- [Proyecto hidroeléctrico en la Patagonia recibe aprobación](#)
- [NASA abandonará a su robot explorador en Marte](#)



Science Friday® is produced by ScienceFriday Inc. Science Friday® and SciFri® are registered service marks. Science Friday, 4 West 43rd St, Suite 306, New York, New York 10036. [Privacy information](#)
Hosting sponsored by [WiredTree](#).

[Privacy Information](#)

Support for Science Friday provided in part by the [Noyce Foundation](#) and



Search Amazon:



Search New and Used [amazon.com](#).

AdChoices

[Download Google Chrome](#)

Searching is fast and easy with Google's web browser. [www.google.com/chro...](#)

[Top 2011 Online Grants](#)

You May Qualify For A Grant To Go Back To School! [www.ClassesUSA.com](#)

