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# NetBehaviour

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## Google Variations by Leonardo Solaas.

**From:** info at furtherfield.org (info)

**Date:** Tuesday, 4 January 2011 - 6:26pm

- Thread:** Google Variations by Leonardo Solaas. *info*
- Google Variations by Leonardo Solaas. *xDxD.vs.xDxD*
  - Google Variations by Leonardo Solaas. *ajaco c/o bid*

Google Variations by Leonardo Solaas.

with funds from the National Endowment for the Arts.

Google is the main hub of an emerging data-driven world. It is a beast with many faces, impossible to grasp all at once and growing new limbs every day. It is also the name of many contradictions: a centralized traffic control in the (supposedly) horizontal and distributed Internet; a supporter of data openness and accessibility that relies on secret algorithms; and a ranking technology that is based on finding out popularity while it simultaneously determines it. Google Variations is a series of approximations of some of these diverse aspects of Google. It is a collection of formal and conceptual micro-experiments, a fly-eyed view of an entity so pervasive that it tends to be invisible while it radically changes our lives. Google Variations employs multiple strategies to de-naturalize our relationship with the brand, the corporation and the technology.

<http://turbulence.org/Works/google/>

Turbulence Commissions.

<http://turbulence.org/about/about.html>

### share



### whats on

**29 Jul 2011 (All day) - Calibrated Cuisine: 0pm Culture Lab Dinner Party**

You are invited to share a meal with Culture Labies of connected by telematic technology. The third installment of the Calibrated Cuisine will be at Queen Mary(nology) University. The series is a collaboration...

added by **pbarden** on 01/06/11

go to calendar submit an event

### tags

academic activism activism aesthetic agency art  
 behaviour collaboration collaboration collective  
 community critical digital diy interactive Internet art  
 media art net art networked participation  
 performance social social theory

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### rosalinds lexicon

#### Defastenist

*The Defastenists are a group of artists advocating a spontaneous, energetic and self referencing approach to art*

By **furtherfield** on 23 Sep 2004 - 12:00am

go to lexicon submit a term

### create, remix and play



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