

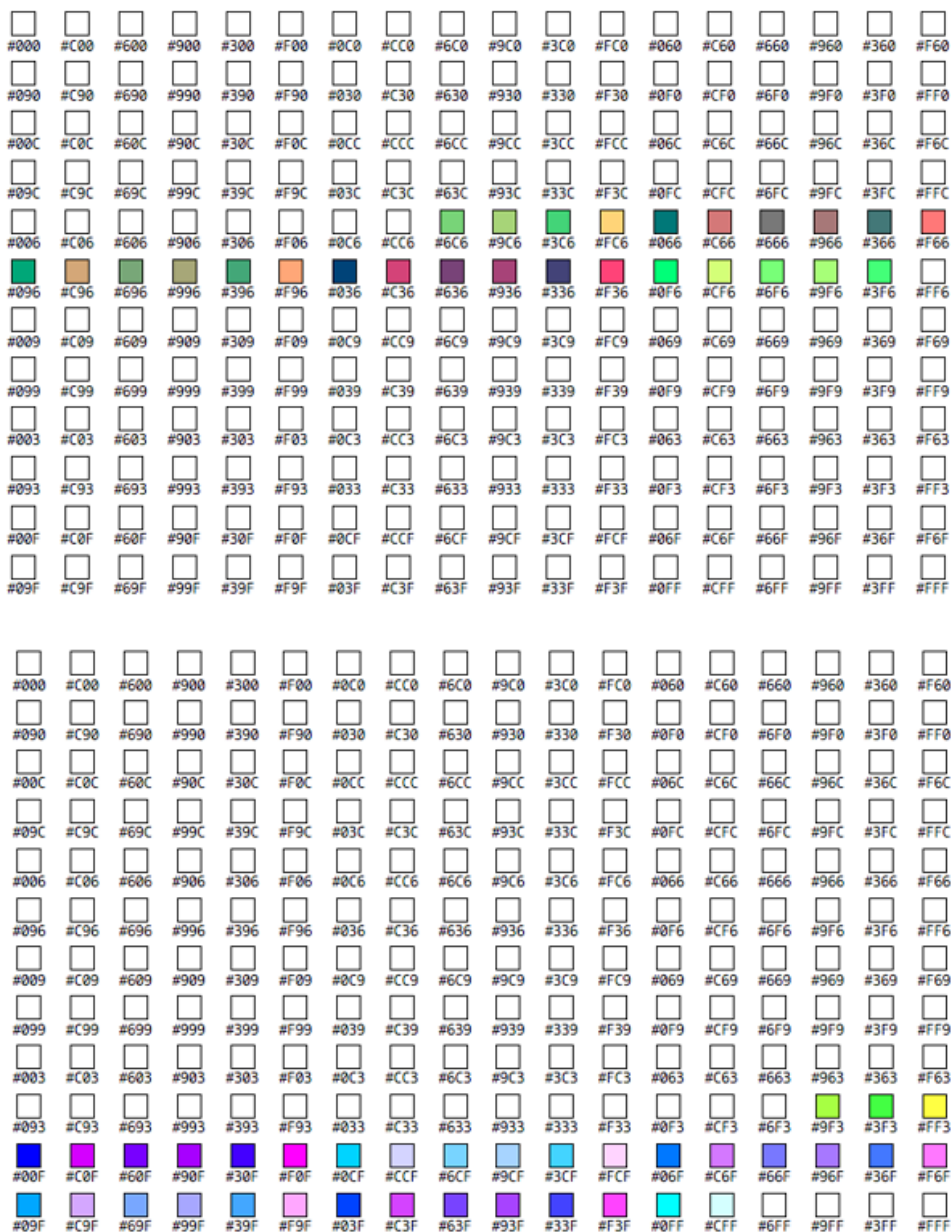
# RHIZOME ARTBASE COMMUNITY PROGRAMS JOIN

Home / Editorial

## This and that thought. (2011) - BFFA3AE (Daniel Chew, Micaela Durand, Maximiliano Ferro, Matthew Gaffney)

CECI MOSS | Thu Feb 24th, 2011 10 a.m.

 Like 20  Tweet 0



**COMMUNITY CAMPAIGN**  
HELP RHIZOME REACH OUR  
GOAL BY JANUARY 14TH  
**DONATE TODAY!**



Insider prices on contemporary art.

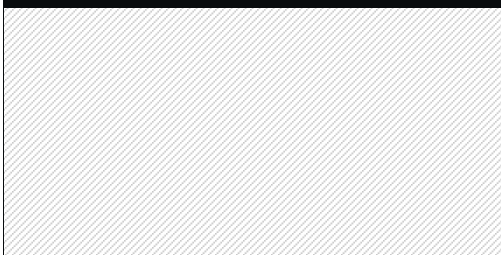
**Artspace**  
[JOIN NOW](#)

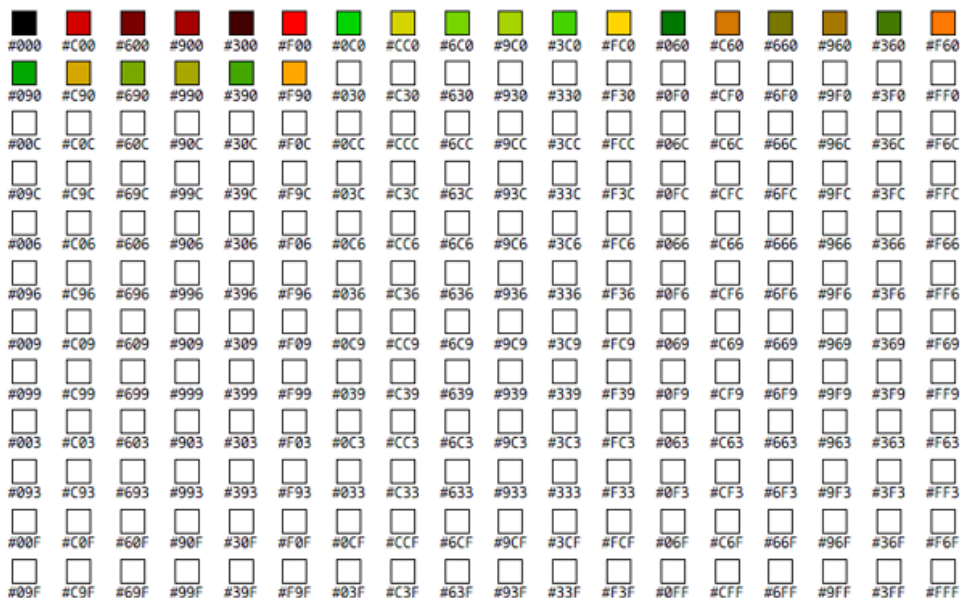


One Year MA Program   
**CRITICAL THEORY and the ARTS**



**Subscribe**





*This and that thought. takes the form of a narrative. Visually, the project consists of the hex codes of the 216 web safe colors and a colorless box next to each, arranged in a grid. The arrangement is based on the van der Corput sequence which orders the colors from black to white through an unintuitive trajectory. The user is invited to click on any hex code which triggers an aural narration based on a fictional narrative of an episodic nature, jumping from subject to subject through connections sometimes obvious, sometimes oblique. Each segment of the narrative is visually associated to one of the colors by a reveal in sync with the narration. Furthermore, attached to each segment is its own unique introduction to the story. Depending on what color is activated, the user experiences a variable story in so far as the introduction and length of the narrative will change. If the user happens to click on black, then the narrative will be "whole" in the sense that the story will utilize all the segments created for the project, whereas any other color incorporates only every color between itself until the end color; white. All other elements remain the same, including the order of the colors and their associated phrase within the narrative.*

-- EXCERPT FROM THE [PRESS RELEASE](#) FOR This and that thought.

Commissioned by [Turbulence.org](#)

[LINK >>](#)

[LINK >>](#)

Tags: [fiction](#) [interactive](#) [interface](#) [narrative](#) [sound](#)



More from [Ceci Moss](#):

- [Time and Revolution at the 12th Istanbul Biennial and ISEA 2011](#)

**RHIZOME NEWS**

Rhizome News is our weekly e-newsletter which features original coverage of exhibitions, festivals, new projects, and more by Rhizome staff writers and an international network of artists, curators, and critics.

**FRONT PAGE**

[DISCUSS](#)

[ANNOUNCE](#)

[ARTBASE](#)

[OPPORTUNITIES](#)

[JOBS](#)

[EVENTS](#)

[STAFF BLOG](#)

## Featured Articles

**Rhizome Editor-at-Large Picks Top 10 for 2011**

by [KAREN ARCHEY](#) on Dec 20th, 2011

**Excerpt from "Take This Book: The People's Library at Occupy Wall Street"**

by [MELISSA GIRA GRANT](#) on Dec 19th, 2011

**Technology is Not Enough: The Story of NYU's Interactive**

- [A Visit to the Survival Research Laboratories Workshop](#)
- [Homebrew Electronics: A Studio Visit with Pete Edwards of Casperelectronics](#)
- [Untitled \(Standards\) \(2009\) - Michael Guidetti](#)
- [Grafikdemo \(2004\) - Niklas Roy](#)
- [Call for Applications: Arts Writers Grant Program](#)
- [DIS Magazine's "Labor Issue"](#)
- [The Resurrection of Piss Christ \(2011\) - Anonymous](#)
- [SSLEEPERHOLD - Ashes \(2011\) / Video directed by Seth Nemeč](#)
- [Required Reading: From the VCR to YouTube: An Interview with Lucas Hilderbrand by Henry Jenkins](#)

◀ PREVIOUS POST

NEXT POST ▶

REPLY TO THIS POST

You must be logged in to post a comment.

[LOG IN](#)



### Telecommunications Program

by [JASON HUFF](#) on Dec 15th, 2011



### Making Sense of Senseless Violence: An Interview with Jack Womack

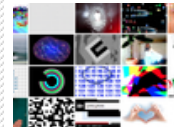
by [BRENDAN BYRNE](#) on Dec 7th, 2011



### The Never Forgotten House

by [JOANNE MCNEIL](#) on Dec 2nd, 2011

## Recent Blog Posts



### Spamm (Super Art Modern Museum)

by [RHIZOME](#) on Dec 22nd, 2011



### RECOMMENDED READING: The Curse of Cow Clicker

by [RHIZOME](#) on Dec 22nd, 2011



### Art or Not

by [RHIZOME](#) on Dec 21st, 2011



### Oneohtrix Point Never and Nate Boyce's Performance at MoMA PopRally

by [NICK HALLETT](#) on Dec 21st, 2011

### Rhizome Editor-at-Large Picks Top 10



Nectar Ads ART FAG CITY HYPER ALLERGIC RHIZOME art market views

#### ARTBASE

- [about](#)
- [member exhibitions](#)
- [commissioned essays](#)
- [artworks timeline](#)
- [browse](#)
- [collection policy](#)
- [search](#)

#### EDITORIAL

- [the blog](#)
- [featured articles](#)
- [blog archive](#)
- [rhizome news](#)
- [subscribe](#)

#### COMMUNITY

- [discuss](#)
- [opportunities](#)
- [events](#)
- [jobs board](#)
- [sign-up](#)
- [mailing lists](#)

#### PROGRAMS

- [commissions](#)
- [events](#)
- [exhibitions](#)
- [new media resources](#)
- [the rhizome archive](#)
- [the store](#)

#### ABOUT RHIZOME

- [mission](#)
- [history](#)
- [press](#)
- [staff](#)
- [staff blog](#)
- [supporters](#)

#### YOUR ACCOUNT

- [view your profile](#)
- [edit your profile](#)
- [username/password](#)
- [make a donation](#)

## RHIZOME AT THE NEW MUSEUM

[Advertise.](#)

[Contact Us.](#)

[Subscribe.](#)

[Donate.](#)

[Policy](#) | [Site Credits](#) | [Site Feedback](#)