



donate

# NetBehaviour

Subscribe RSS

Get involved with active discussions today. Join our email list community. Explore NetBehaviour!

## 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

[more tags](#)

### 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



furtherfield publications



we recommend



ABOUT	FEATURES	PROGRAMMES	GET INVOLVED	COMMUNITY
<ul style="list-style-type: none"> <li>about</li> <li>contact</li> <li>people</li> <li>press</li> </ul>	<ul style="list-style-type: none"> <li>articles</li> <li>interviews</li> <li>reviews</li> <li>furtherfield blog</li> </ul>	<ul style="list-style-type: none"> <li>events</li> <li>gallery/exhibitions</li> <li>media art ecology</li> <li>outreach</li> <li>projects</li> <li>publications</li> <li>radio</li> <li>residencies</li> </ul>	<ul style="list-style-type: none"> <li>become a reviewer</li> <li>create remix play</li> <li>donate</li> <li>join netbehaviour</li> <li>lexicon</li> </ul>	<ul style="list-style-type: none"> <li>user profiles</li> <li>community blog</li> <li>calendar</li> </ul>

© 2011 Furtherfield.org | [Terms of Use](#)

Furtherfield is a Not-for-Profit Company Limited by Guarantee registered in England and Wales under the Company No.7005205. Registered business address: Unit A2, Arena Design Centre, 71 Ashfield Road, London N4 1NY.

