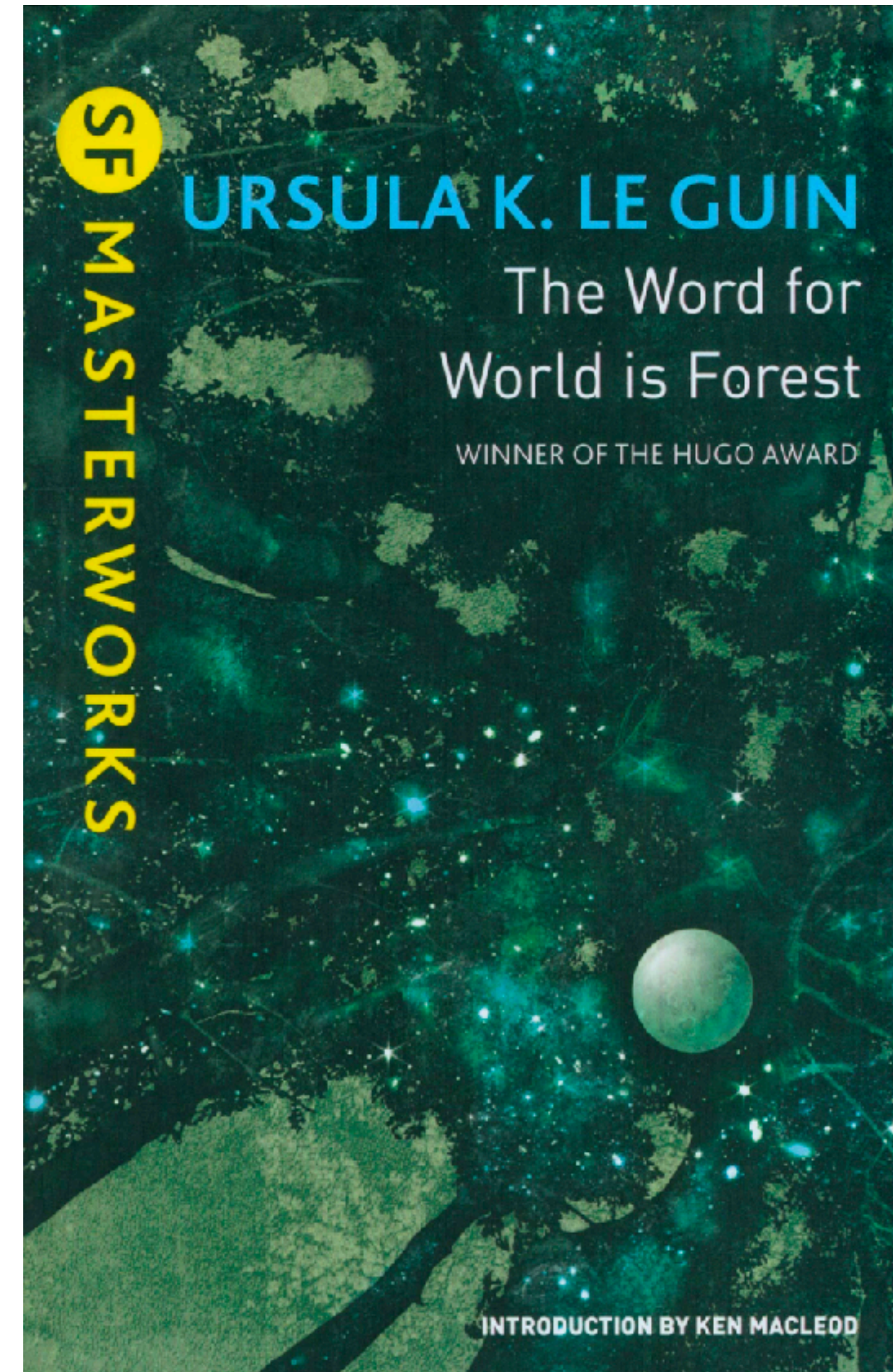
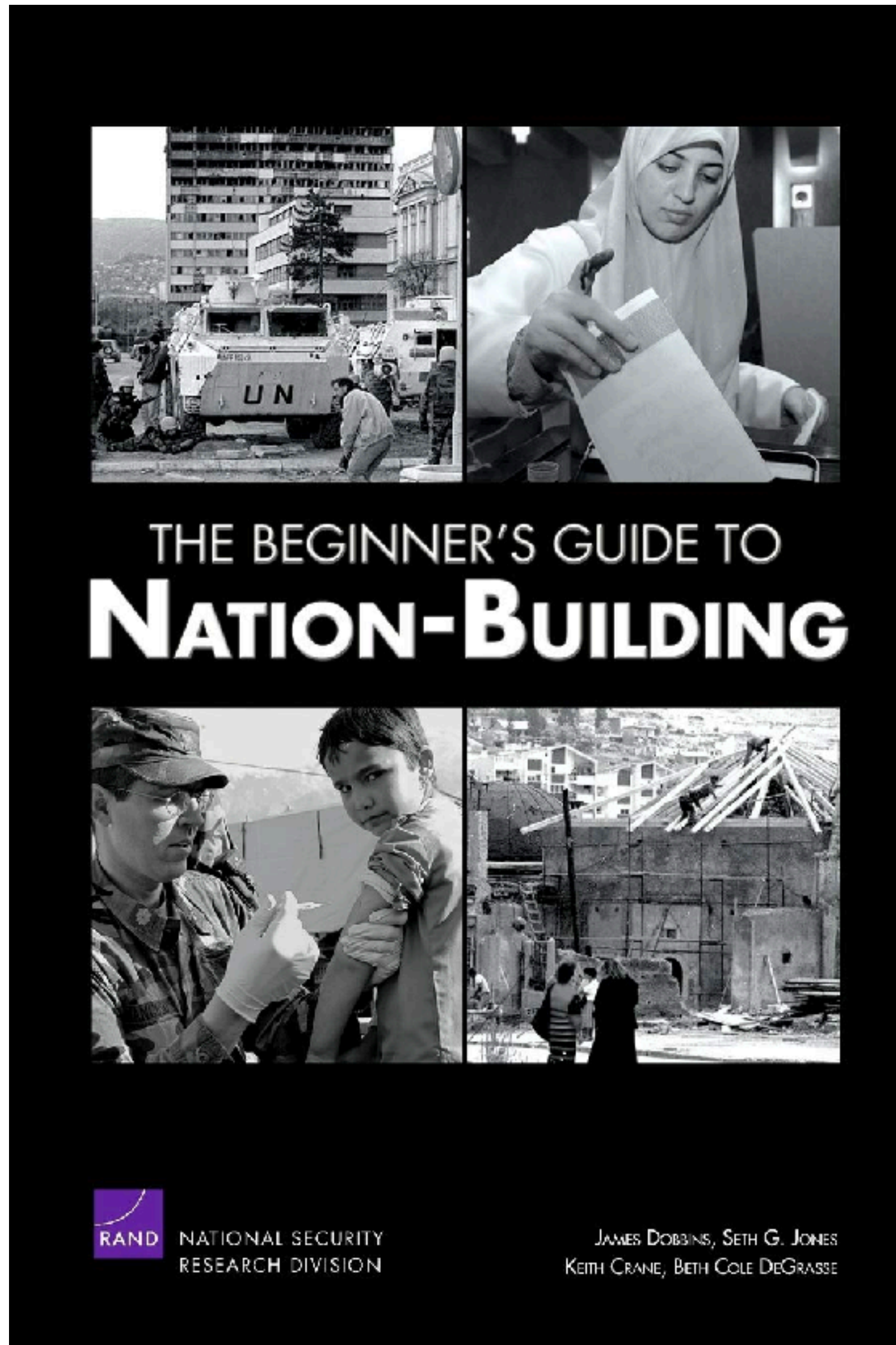


# *What Words World Worlds*

@tobias\_revell

Unit 12 – 14.01.21



There is no way of framing ethical, political, and philosophical questions that would not also have to be a matter of techne, technique, or technesis, and so would not have to be imagined mechanically.

TAB. VII.



DIERVILLA. Hort. Cliff. 63 sp. 1.  
a. Caulis truncatus unius rami depictus.  
b. Racemi oppositi, subrotundi, sessiles, cum Calycibus & Corollis irregularibus ac fere bilobatis.  
Fruitus bilocularis & carnosus est. Hinc planta Lemnæis admodum affinis.

J. WANDelaar del. & sculp.

**Diervilla, Hortus Cliffortianus – Georgius Clifford (Carl Linnaeus / Georg Dionysius Ehret) – 1737**

@tobias\_revell



Unit 12 - 14:01:21

The utopian, immanent, and continually frustrated goal of the modern state is to reduce the chaotic, disorderly, constantly changing social reality beneath it to something more closely resembling the administrative grid of its observations.

Scott, J. (1998). *Seeing Like a State: How Certain Schemes to Improve the Human Condition Have Failed*. p.82



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Time and Motion Studies – Frank and Lillian Gilbreth – 1920s



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**Project Cybersyn – Stafford Beer – 1971-1973**



# Iowa Caucus



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Alexander Nix in 2016

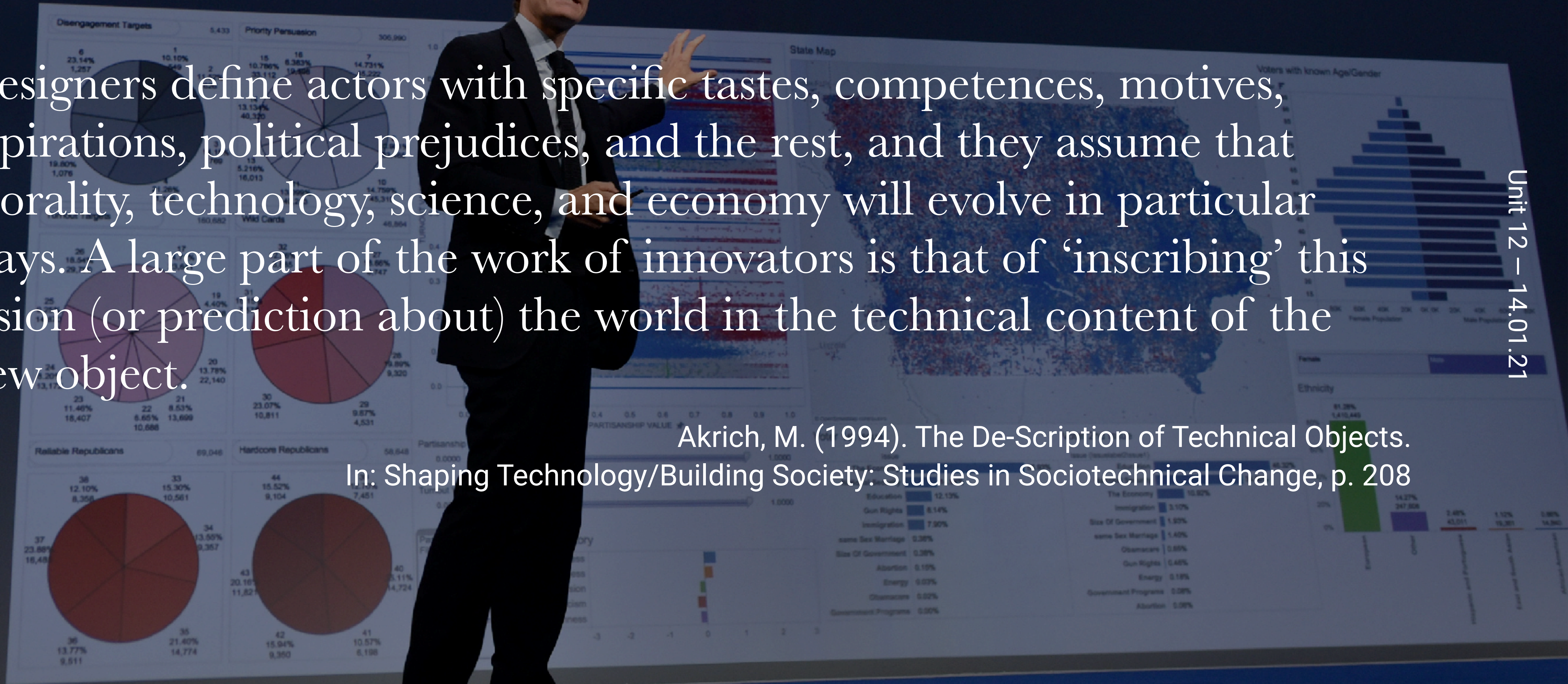
# Iowa Caucus

Designers define actors with specific tastes, competences, motives, aspirations, political prejudices, and the rest, and they assume that morality, technology, science, and economy will evolve in particular ways. A large part of the work of innovators is that of 'inscribing' this vision (or prediction about) the world in the technical content of the new object.

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Akrich, M. (1994). The De-Description of Technical Objects. In: *Shaping Technology/Building Society: Studies in Sociotechnical Change*, p. 208





Where is Artificial Intelligence Use... itchronicles.com



artificial intelligence | Science News ... sciencenewsforstudents.org



Artificial Intell gence (AI): What's In ... forbes.com



evolution of Artificial Intelligence ... econmicetimes.indiatimes.com



Artificial Intell gence ... forbes.com



Understanding Artificial Intelligence ... towardai.net



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How to tell if AI or machine learning ... infoworld.com



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Artificial Intelligence | Samsung Research research.samsung.com



Will Artificial Intelligence Ever Live ... scientificamerican.com



Implementing Artificial Intelligence ... softwareone.com



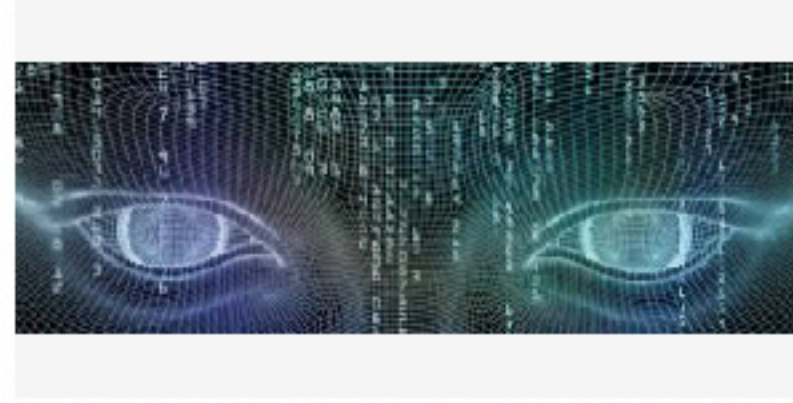
Artificial Intelligence ... documentarytube.com



invest: \$720M in artificial intelligence aa.com.tr



Artificial intelligence research may... salon.com



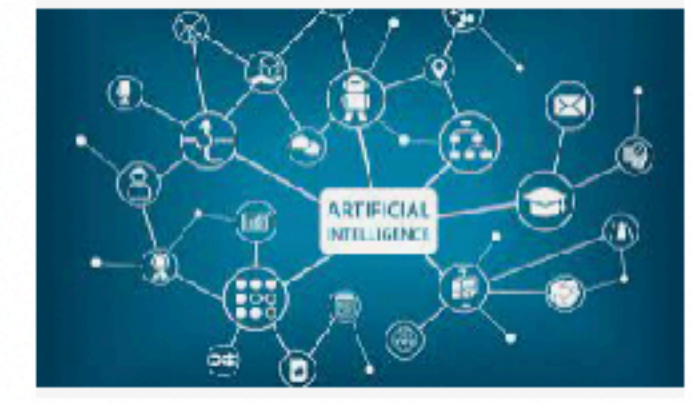
Risks of Artificial Intelligence ... futurecflife.org



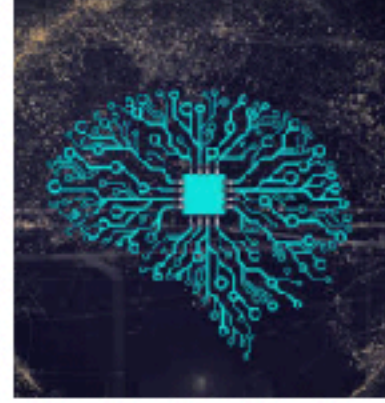
Artificial Intelligence in Healthcare ... online.stanford.edu



about artificial intelligence ... zdnet.com



Artificial Intelligence ... gettingsmart.com



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Artificial Intelligence Techn... auragunlic.com



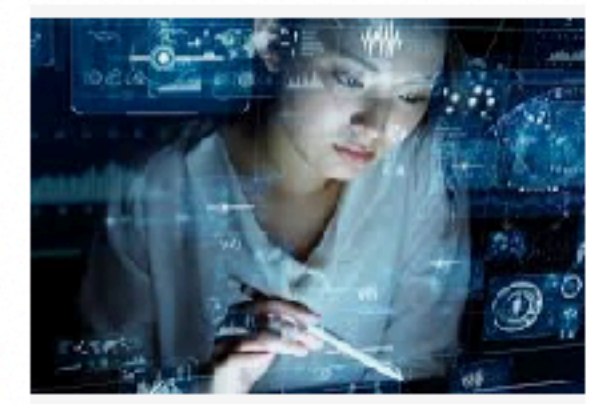
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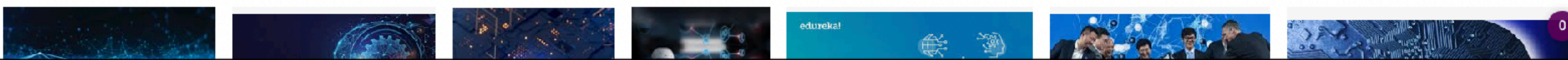
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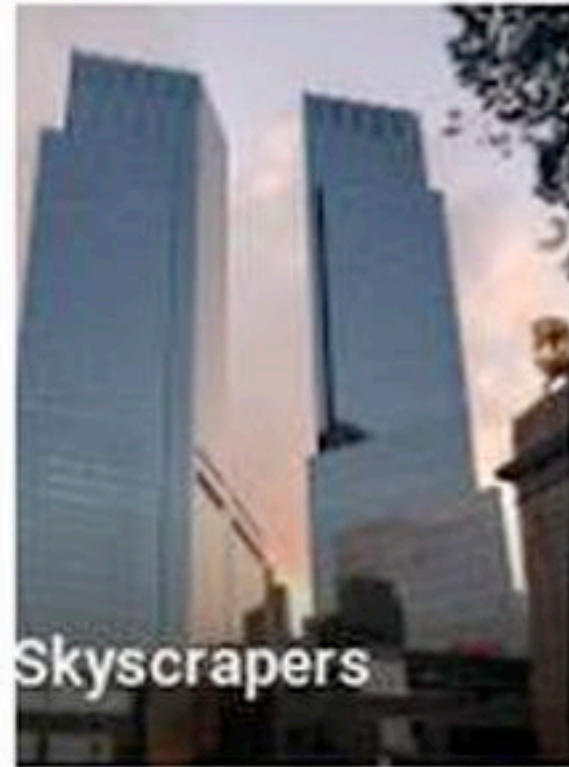
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View more in conversation →

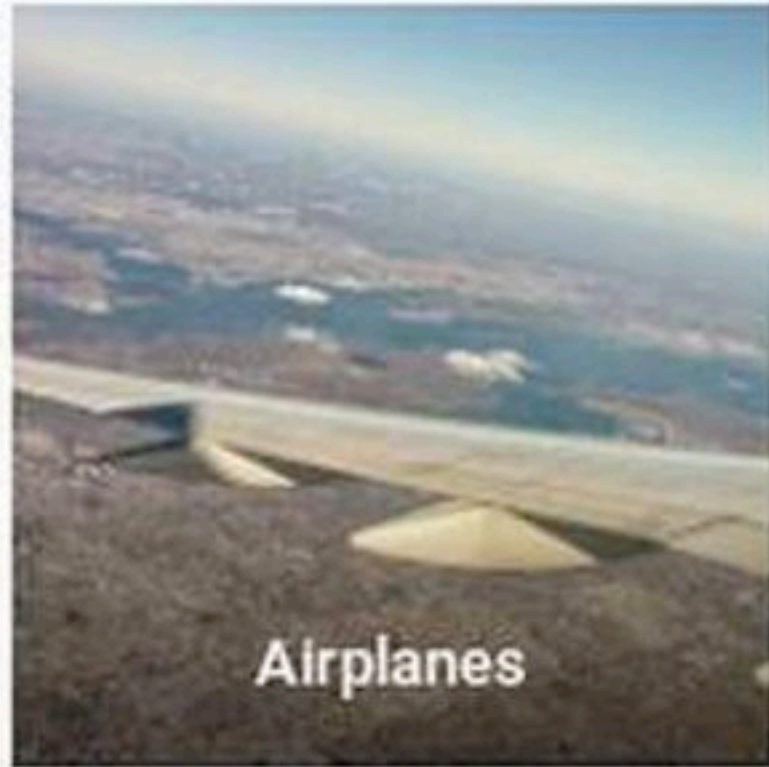


diri noir avec banan @jackyalcine · Jun 28

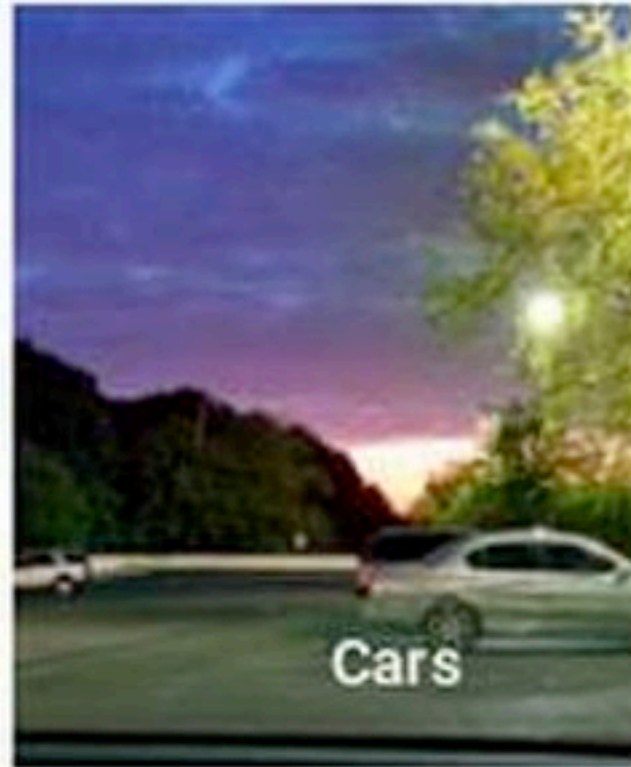
Google Photos, y'all [redacted] up. My friend's not a gorilla.



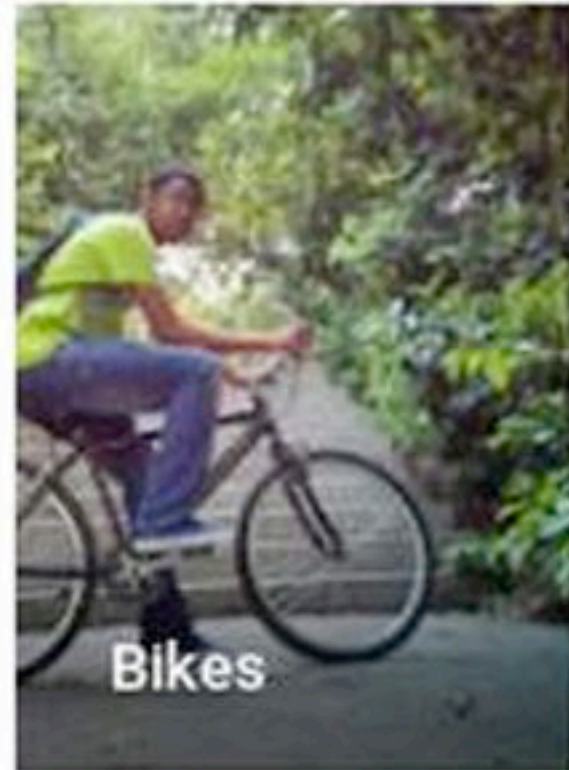
Skyscrapers



Airplanes



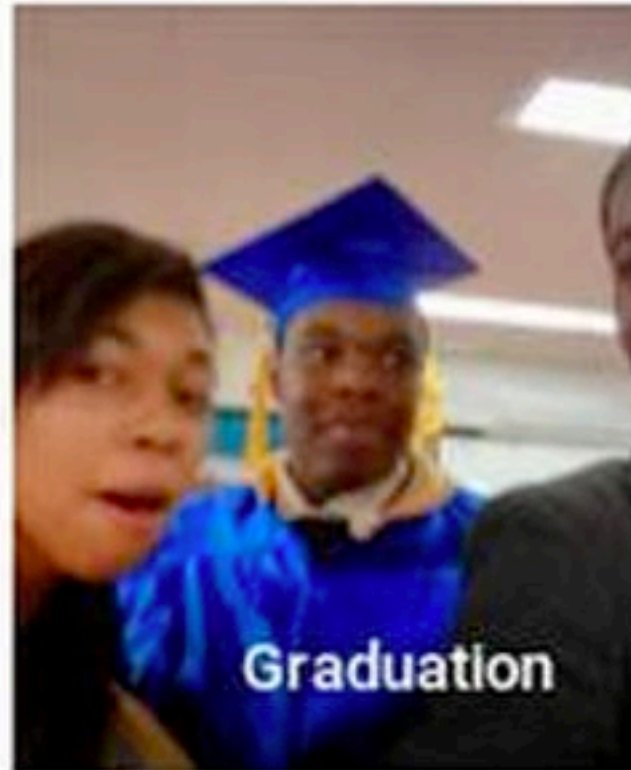
Cars



Bikes



Gorillas



Graduation

RETWEETS  
1,031

FAVORITES  
513





# MIT News

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## Study finds gender and skin-type bias in commercial artificial-intelligence systems

Examination of facial-analysis software shows error rate of 0.8 percent for light-skinned men, 34.7 percent for dark-skinned women.

[Watch Video](#)

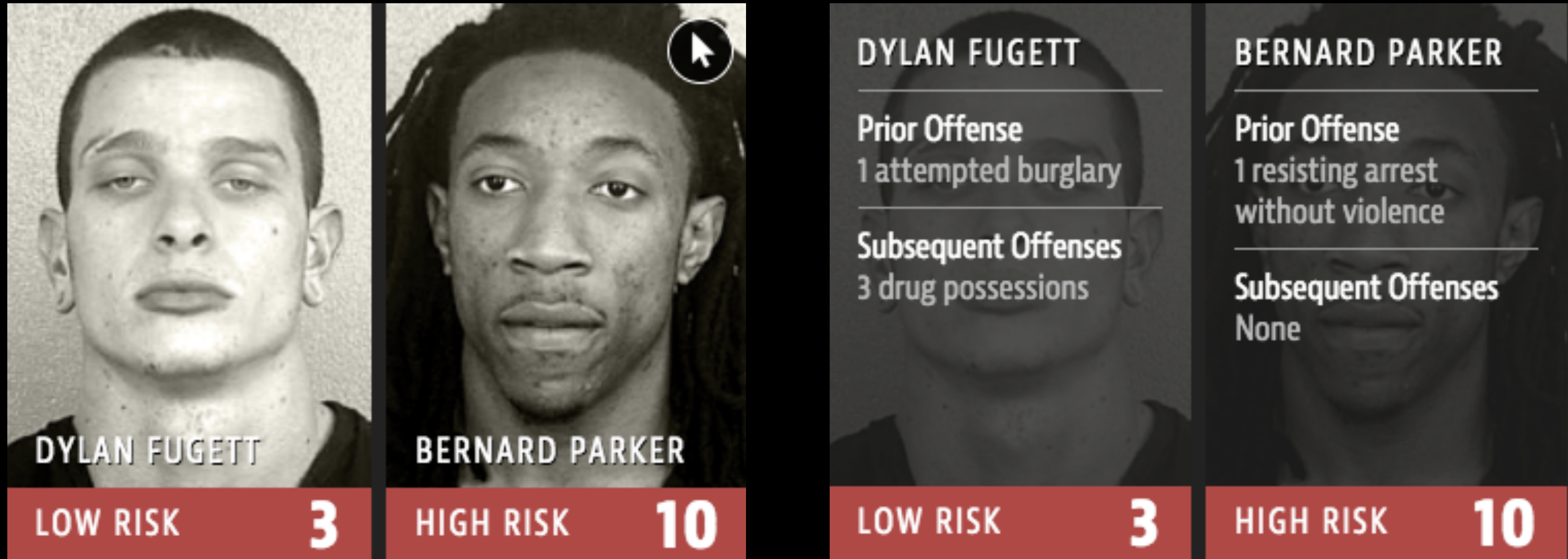
Larry Hardesty | MIT News Office  
February 11, 2018

[PRESS INQUIRIES](#)



Joy Buolamwini, a researcher in the MIT Media Lab's Civic Media group

Photo: Bryce Vickmark



“The formula was particularly likely to falsely flag black defendants as future criminals, wrongly labeling them this way at almost twice the rate as white defendants.”

...“promissory rhetorics” of AI suggest that any shortfalls in the system will be solved in the near future. However, these shortfalls are constituent of how current AI systems work. By calling upon a future that is imminent but always just beyond reach, what technologies can currently do is not as important as what they might yet do in the future.

Elish, M, C., & danah boyd. (2018). Situating methods in the magic of Big Data and AI, Communication Monographs, 85(1), pp.65

I would argue, however, that the most characteristic [futures/science fiction] does not seriously attempt to imagine the "real" future of our social system. Rather, its multiple mock futures serve the quite different function of transforming our own present into the determinate past of something yet to come.

Jameson, F. (1982). Progress versus Utopia; Or, Can We Imagine the Future?  
Science Fiction Studies. 9(2). p.153

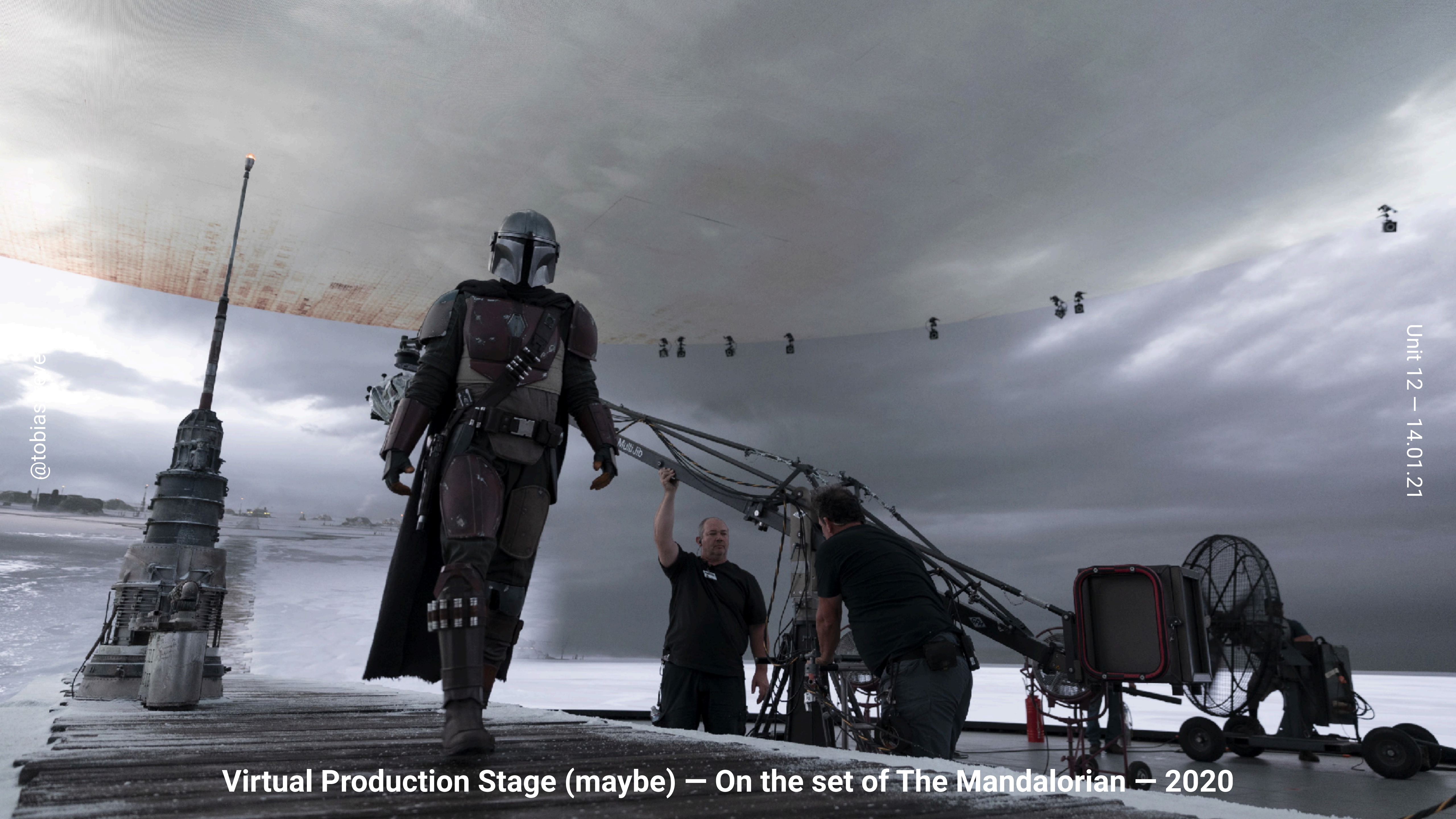


# *How to Train Your World*

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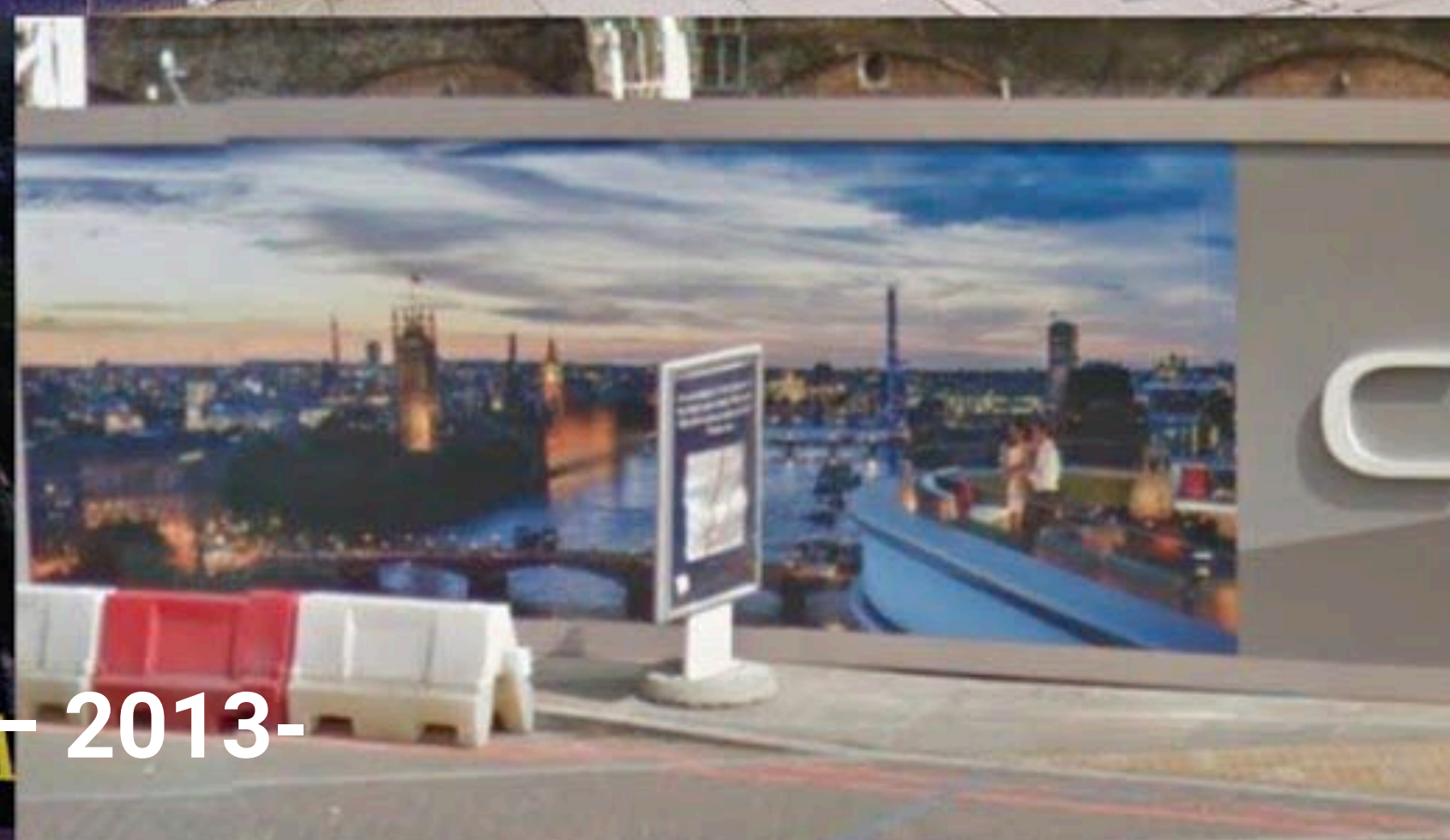




@tobias\_levy

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**Virtual Production Stage (maybe) – On the set of The Mandalorian – 2020**



So much of the aesthetics [of a building] is inherited from the software without you realising it... You can almost spot what sort of software applications have been used for a particular building.'

Matthew Plummer-Fernandez – Dezeen – 2014

Crystal CG

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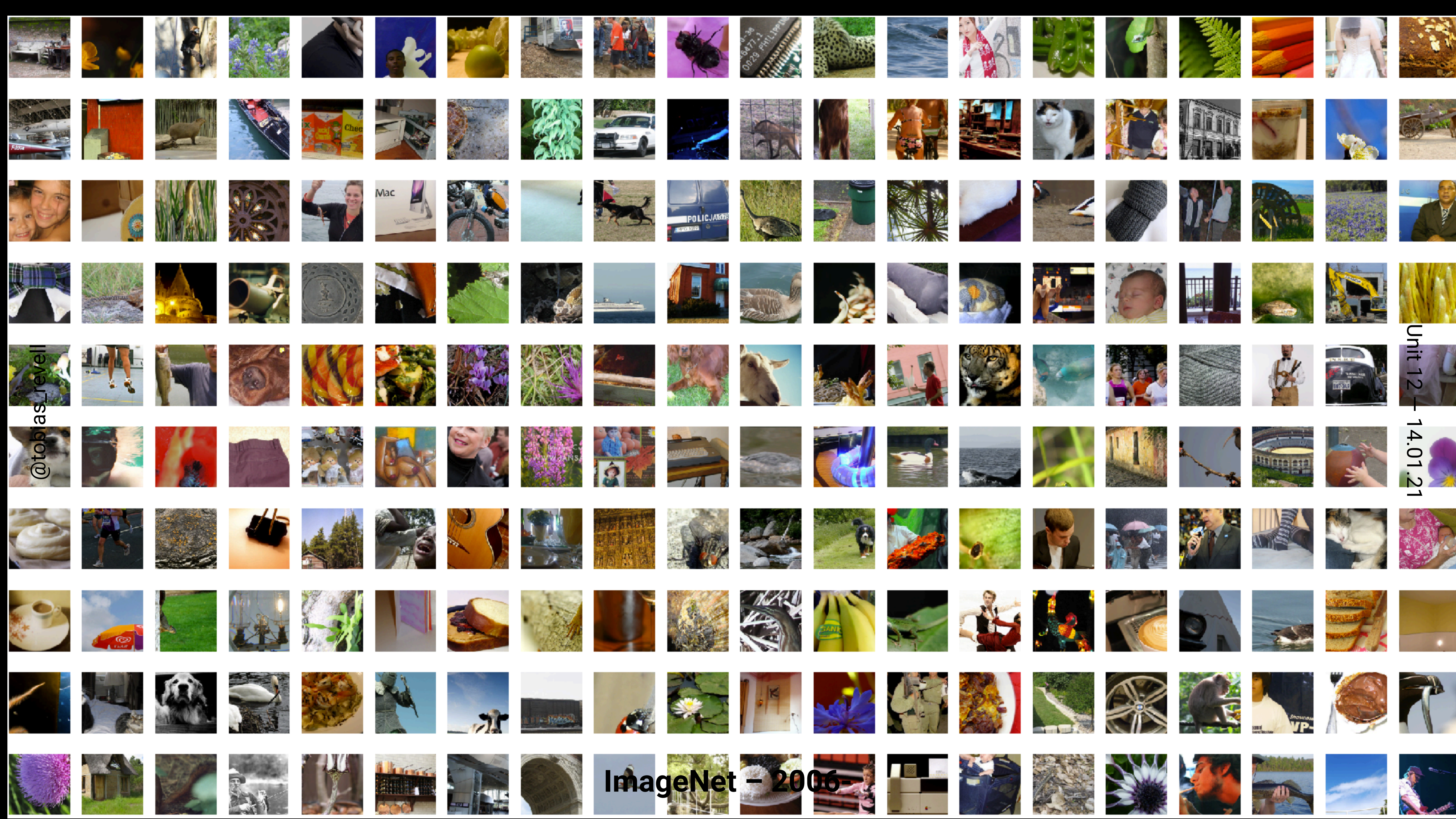
...the online fund of memory is becoming increasingly homogenized through both the conditioning or standardization of user-generated material and the perpetual re-circulation of a relatively small (and increasingly commercial, rather than amateur) pool of available content.

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Speculative Animation – Joel McKim – 2017

ImageNet – 2006-



ImageNet - 2006

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Computer scientists incrementally created a library of simulated phenomena [and]

The Jungle Book (1967)

Winnie the Pooh (1977)

software companies packaged these tools together into multi-purpose 3D animation programs. These creative suites naturally prioritise certain tasks and outputs. They ship with presets for lights, objects, motions, bodies and materials.

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Efficiency

## Embodying Others

Simone C. Niquille

June 2019 ▼

Twenty-Six days after the shooting of Trayvon Martin by George Zimmerman on 26th February 2012, a 3D animated reconstruction of the crime was released by [News Direct on YouTube](#). News Direct creates animated clips of news stories to “fill in the gaps when video footage is missing.” Distributed by Reuters, their videos are produced by Next Media Animation, themselves notorious for absurd and satiric animations of the news.



FBI investigates George Zimmerman for shooting of Florida teen, Trayvon Martin

PLAY / REPLAY

Leading up to George Zimmerman's trial in 2013, the defence attorney Mark O'Mara commissioned a 3D animated reconstruction from the company Contrast Forensics. Contrast Forensics is owned and operated by Daniel Schumaker, a Graphic Artist who specialises in crime reconstruction animations. The California

**Simone Niquille – Embodying Others, The Photographer's Gallery – 2019**



The default images shown on Google Earth, for example, are not necessarily the most recent ones... *Google Earth* filters its representation of our planet, digitally nipping and tucking unpleasant weather patterns, harsher seasons, and the nighttime hours to render Earth as budding, healthy, and predominantly green.

**Springtime Everywhere – Lara Chapman – 2020**

**Postcards from Google Earth – Clement Valla – 2010-**

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Steven Spielberg – Minority Report – 2002



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# Technologies in *Minority Report*

From Wikipedia, the free encyclopedia

The 2002 science fiction neo-noir film *Minority Report*, based on the 1956 short story of the same name by Philip K. Dick, featured numerous fictional future technologies which have proven prescient based on developments around the world. Before the film's production began, director Steven Spielberg invited fifteen experts to think about technologies that would be developed by 2054, the setting of the film.

**Contents** [\[hide\]](#)

- 1 Background
- 2 Real world influence
- 3 Technologies realized
  - 3.1 Multi-touch interfaces
  - 3.2 Retina scanners
- 4 Technologies in development
  - 4.1 Autonomous cars
  - 4.2 Insect robots
  - 4.3 Gesture recognition
  - 4.4 Personalized advertising
  - 4.5 Crime prediction software
  - 4.6 E-papers
- 5 Jet packs
- 6 Notes
- 7 External links

## Background [\[edit\]](#)

After *E.T.*, Spielberg started to consult experts and put more scientific research into his films.<sup>[2]</sup> In 1999, he invited fifteen experts convened by the [Global Business Network](#), its chairman [Peter Schwartz](#), and its co-founder [Stewart Brand](#) to a hotel in [Santa Monica, California](#) for a three-day "think tank". He also invited journalist [Joel Garreau](#) to cover the event.<sup>[2][3]</sup> He wanted to consult with the group to create a plausible "future reality" for the year 2054 as opposed to a more traditional "science fiction" setting.<sup>[3]</sup> Dubbed the "think tank summit",<sup>[4]</sup> the experts included architect [Peter Calthorpe](#), [Douglas Coupland](#), computer scientist [Neil Gershenfeld](#), biomedical researcher Shaun Jones, computer scientist [Jaron Lanier](#), and former [Massachusetts Institute of Technology](#) (MIT) architecture dean William J. Mitchell.<sup>[3][5]</sup>

**Production Designer Alex McDowell** kept what was nicknamed the "2054 bible", an 80-page guide created in preproduction which listed all the decided upon aspects of the future world: architectural, socio-economical, political, and technological.<sup>[4]</sup> While the discussions did not change key elements in the film's action sequences, they were influential in the creation of some of the more utopian aspects of the film, though [John Underkoffler](#), the science and technology advisor for the film, described it as "much grayer and more ambiguous" than what was envisioned in 1999.<sup>[6]</sup> [John Underkoffler](#), who designed most of Anderton's interface after Spielberg told him to make it like "conducting an orchestra," said "it would be hard to identify anything [in the movie] that had no grounding in reality."<sup>[4]</sup> For example, Underkoffler conscientiously treated his cinematic representation of the gestural interface as an actual prototype, "We worked so hard to make the gestural interface in the film real. I really did approach the project as if it were an R&D thing."<sup>[7]</sup> McDowell teamed up with architect [Greg Lynn](#) to work on some of the technical aspects of the production design. McDowell said that "[a] lot of those things Alex cooked up for *Minority Report*, like the 3-D screens, have become real."<sup>[8]</sup>

**Product placement** was used to depict the predicted lack of privacy and excessive publicity in a future society.<sup>[9]</sup> The advertisements in *Minority Report* were handled by Jeff Bortz of Concrete

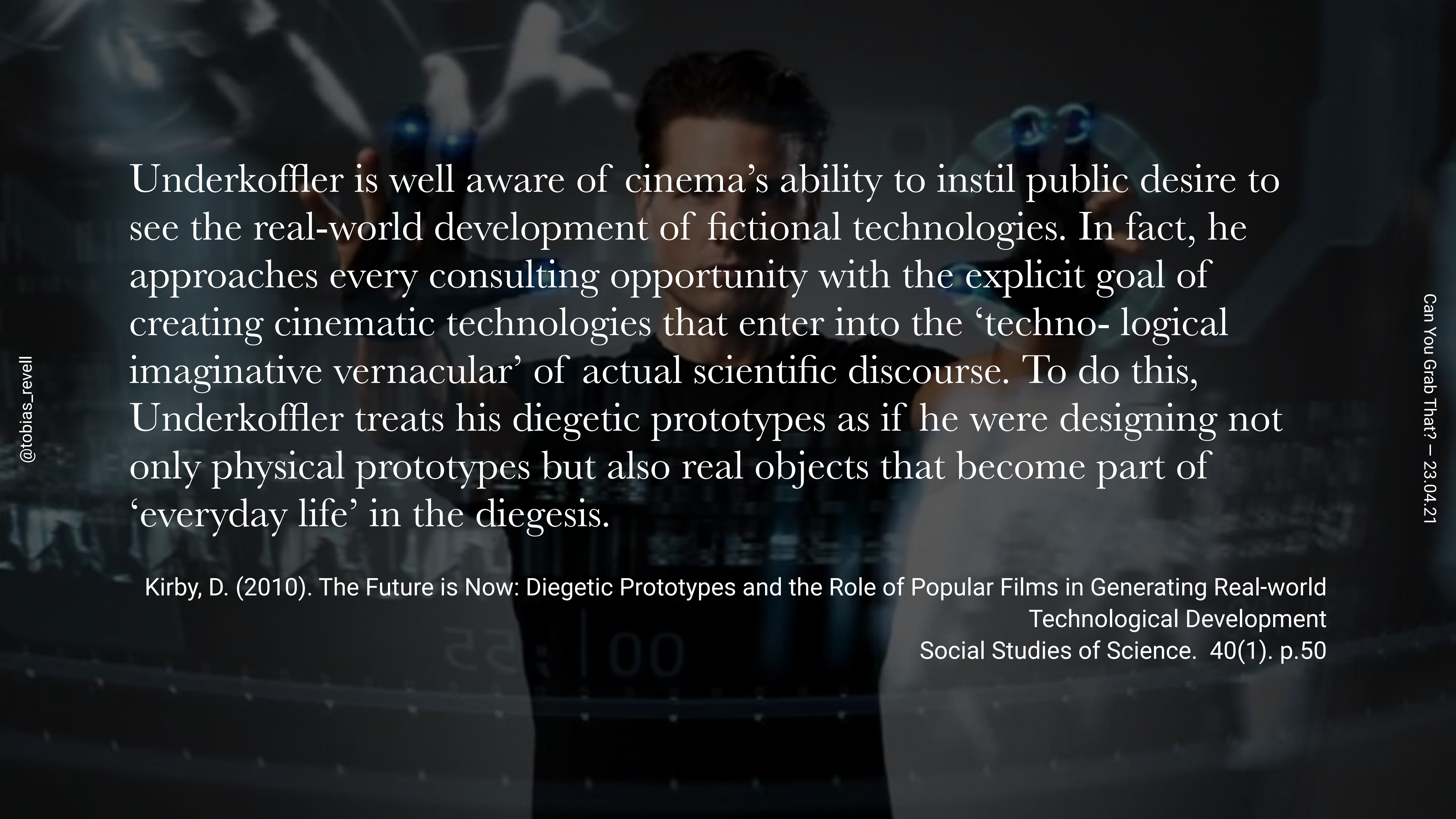


At the 2010 [TED conference](#), *Minority Report's* Science Advisor, [John Underkoffler](#), demos a real life version of the "spatial operating environment" interface.<sup>[1]</sup>

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...expectations tend to reflect current conceptions of technological utility or... ‘the tendency of every age to read the future as a fancier version of the present’.



Underkoffler is well aware of cinema's ability to instil public desire to see the real-world development of fictional technologies. In fact, he approaches every consulting opportunity with the explicit goal of creating cinematic technologies that enter into the 'techno-logical imaginative vernacular' of actual scientific discourse. To do this, Underkoffler treats his diegetic prototypes as if he were designing not only physical prototypes but also real objects that become part of 'everyday life' in the diegesis.

Kirby, D. (2010). The Future is Now: Diegetic Prototypes and the Role of Popular Films in Generating Real-world Technological Development  
Social Studies of Science. 40(1). p.50

**COSMOPOLITAN**  
Fun Fearless Female Magazine

Corner Convenience – Near Future Laboratory – 2012

...the choice of materials, colours, shapes, and composition — are deftly fashioned. The projection is plausible because the representations are so easily consumed in the present (they are visually striking) and imaginable to be consumed in the future (they appear like we envisage such “real” products would appear).

DiSalvo, C. (2009). Design and the Construction of Publics. *Design Issues* 25(1) p.55

105%

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Uninvited Guests – Superflux – 2015



In order to elicit audience engagement and contemplation on a subject it is sometimes helpful for a speculation to provoke. If a design proposal is too familiar it is easily assimilated into the normative progression of products and would pass unnoticed. However, proposals dealing with sensitive subjects such as sex or death can quite easily stray too far into provocative territory, resulting in revulsion or outright shock. The design solution is complex and contradictory: provocative whilst at the same time familiar.

Auger, J. (2013). Speculative Design: Crafting the Speculation. Digital Creativity. 24(1) p.5

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Strange Telemetry – 2015-2018

A room with a checkered floor, metal frames, and a red air compressor, with the text "In Other Rooms, Other Worlds." overlaid. The room appears to be a workshop or a studio, with various pieces of equipment and a checkered floor. The lighting is warm and focused on the central area.

# *In Other Rooms, Other Worlds.*

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**RENDERLANDS**  
DIR. LIAM YOUNG

**Liam Young – Renderlands – 2015**



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QT.Bot — Lucas LaRochelle — 2020

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Sascha Pohflepp & Chris Woebken – Island Physics – 2015



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Lawrence Lek – Unreal Estate (The Royal Academy is Yours) – 2014



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HYPER-REALITY — Keiichi Matsuda — 2016

Rexall  
DRUGS

BECOME  
SMARTER  
POPULAR  
ATTRACTIVE  
WITH  
DRUGS

PRESCRIPTIONS

JULIANA, GET YOUR  
TAMPONS  
ON OFFER

PARQUEADENOS  
Los Angeles  
313 888 0288  
313 70 25

CHINESE FOOD

ARGOS

DOWNTOWN

POINT  
RECOMMEND

ASK FOR AVAILABLE SIZES

ASK FOR AVAILABLE SIZES

Vaginal  
Tightening Gel

IN





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The Magical State – Sophia Al Maria – 2017



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[Yukarri-Azuremyst] whispers: i mean all my chars look the same  
 [Nyzen-Azuremyst] says: butt  
 [Yukarri-Azuremyst] whispers: see what i mean  
 To [Yukarri-Azuremyst]: what does your dream girl look like?  
 [Washclothes] says: are you attracted to your avatar Nyzen?  
 [Nyzen-Azuremyst] says: No  
 [Washclothes] says: so why does the butt matter so much?  
 [Nyzen-Azuremyst] yells: CUZ IM NOT GAY

CUZ IM NOT GAY

Washclothes  
<Atrocity>

Bloodsail Admiral Yukarri  
<Wasted Souls> (\*)

Playing A Girl - Angela Washko - 2017

(35)



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**Guerrilla / Experiential Futures – Stuart Candy – 2007-**

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Extrapolation Factory – Metro Test Zones – 2019



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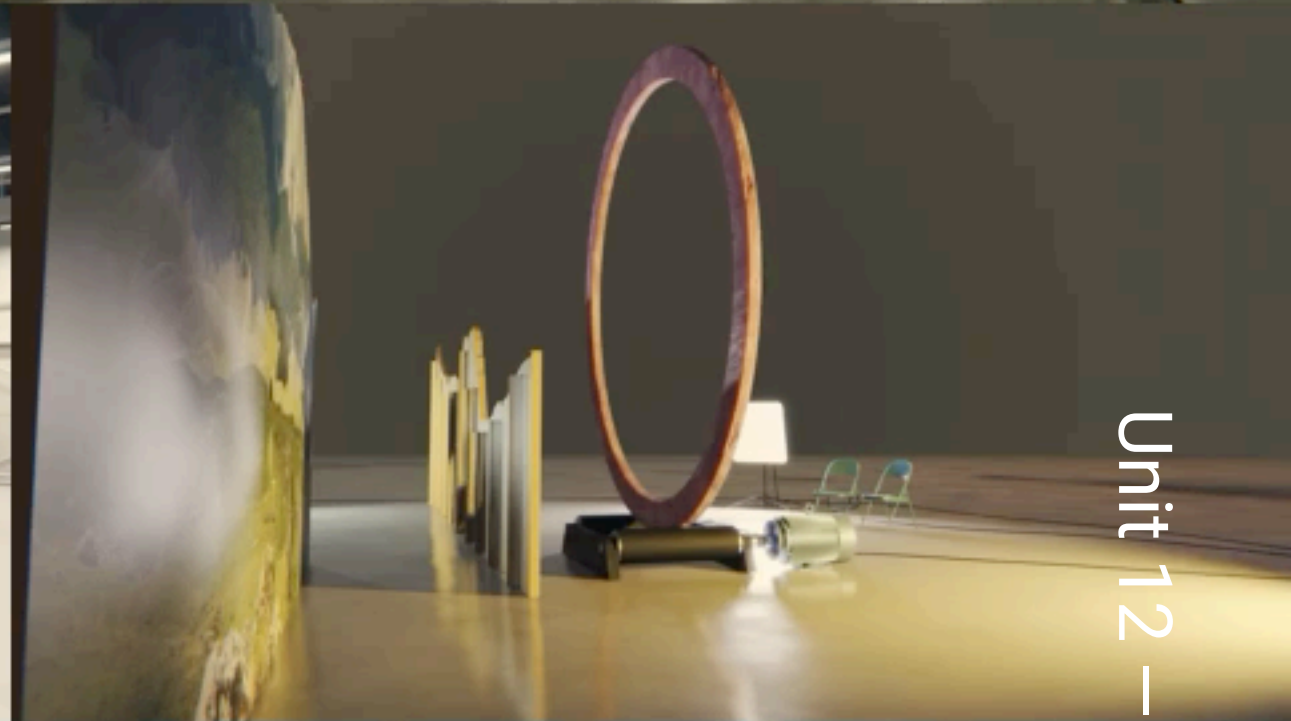
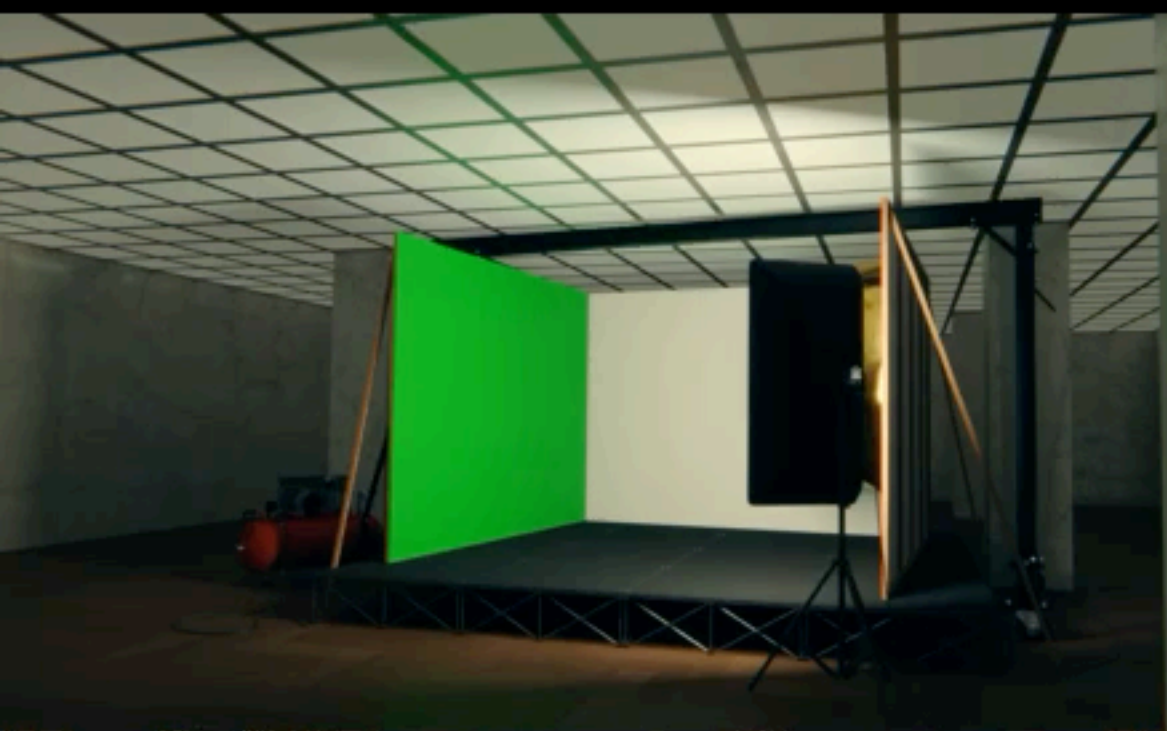
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**Crime Pays – Austin Houldsworth – 2013**

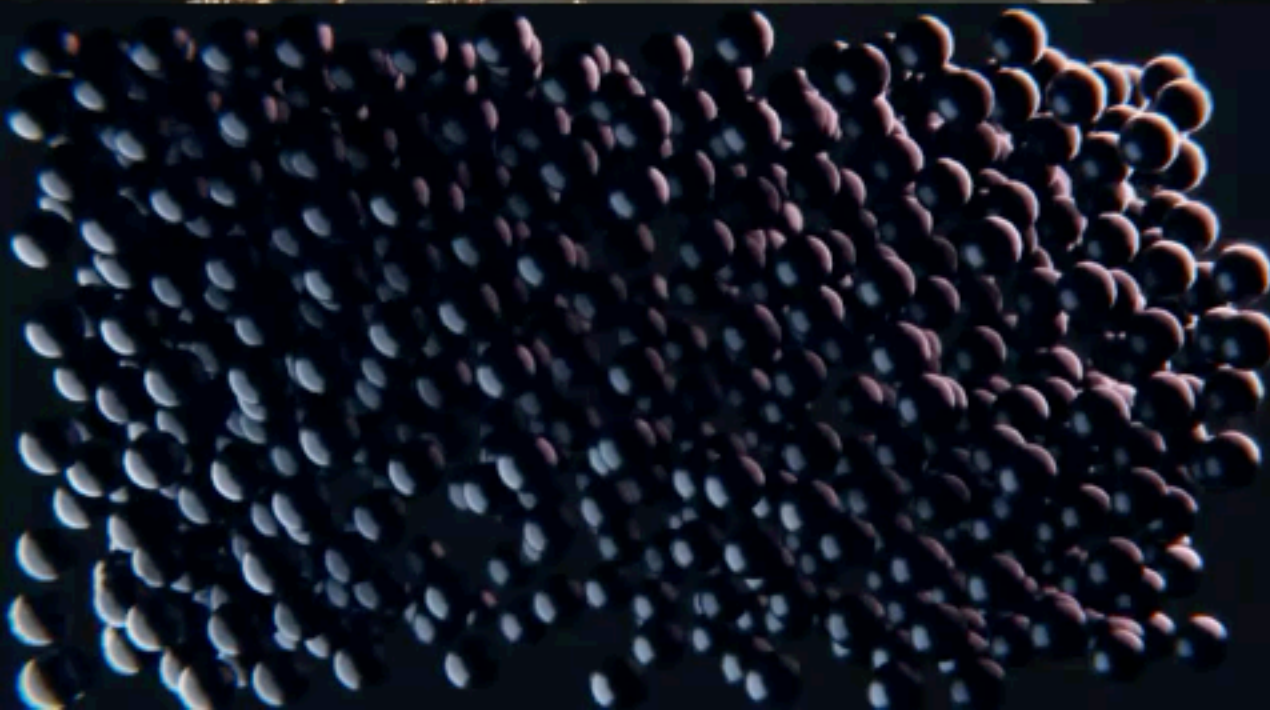
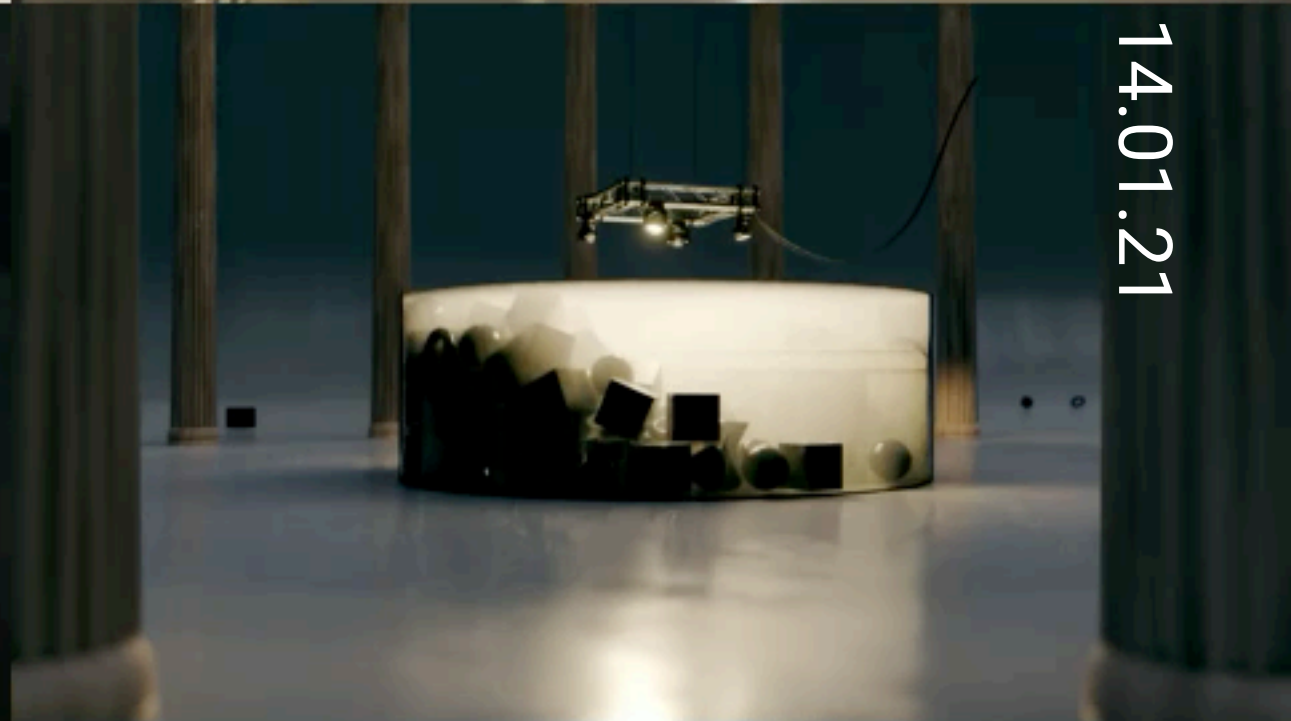
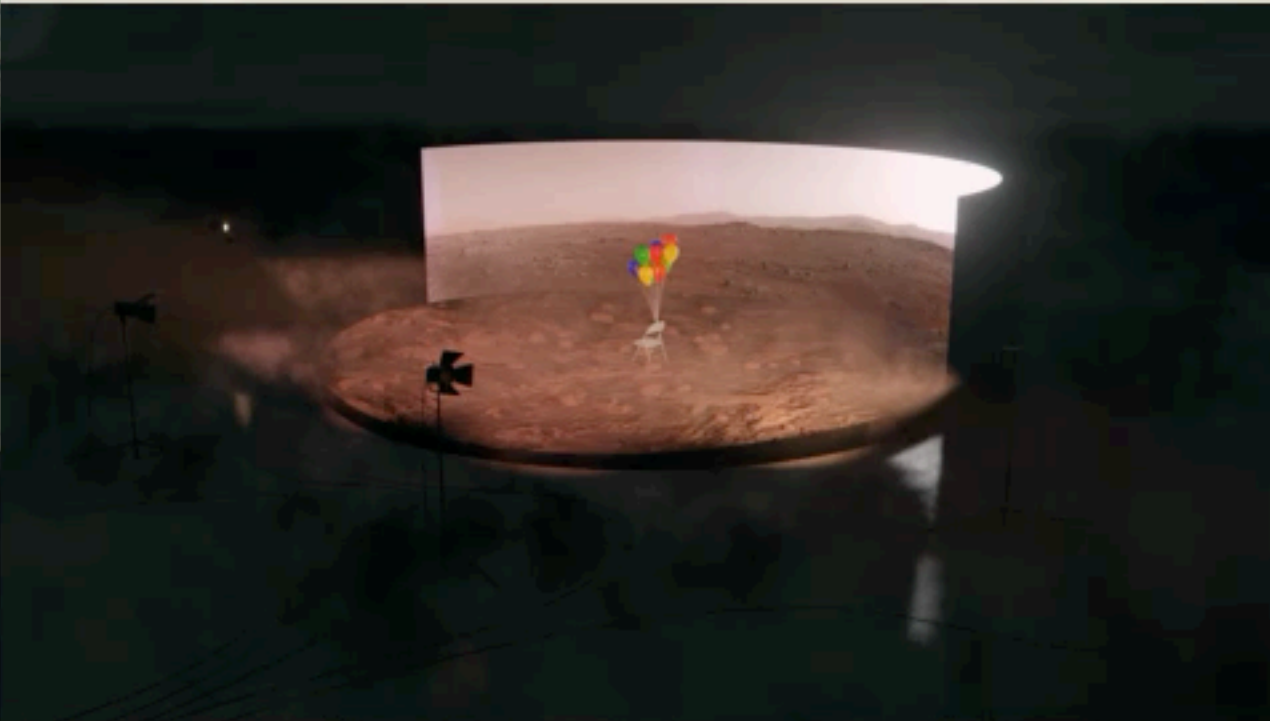
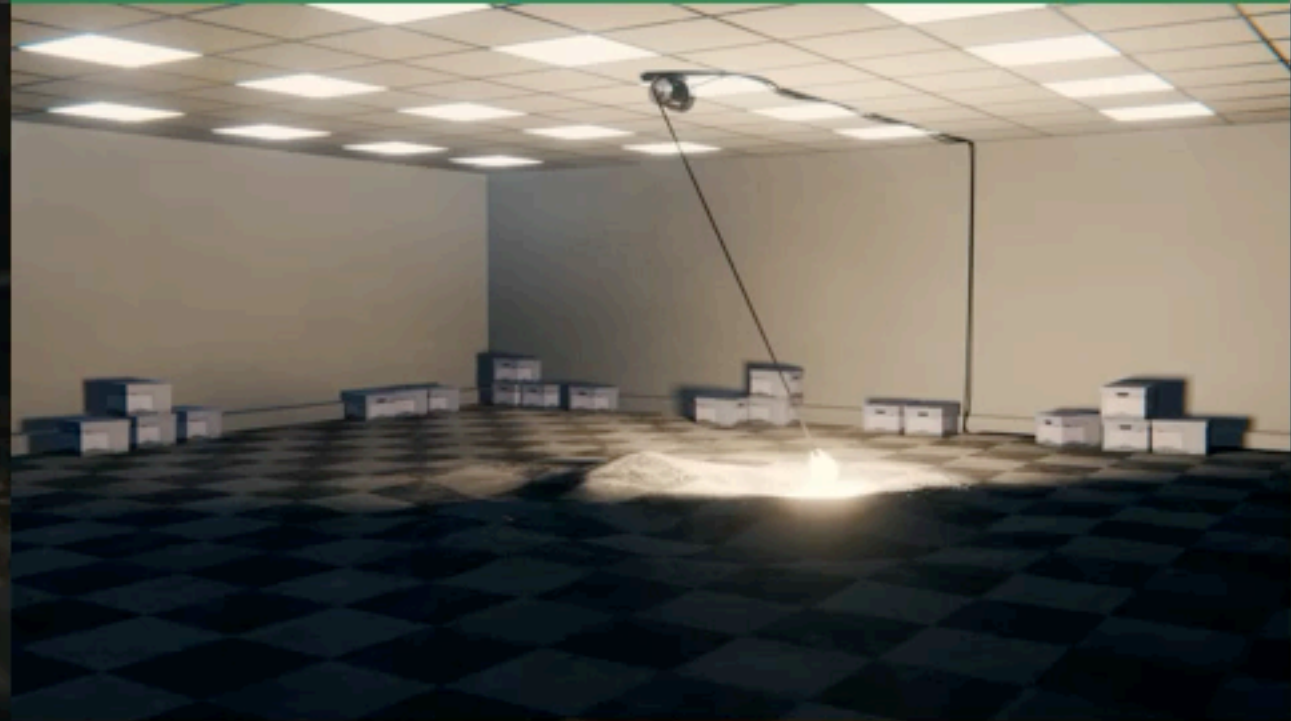


Nari Shokti – Peur Porter – 2018



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Digital Sketches — Tobias Revell — 2019-







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