THE PARADOX OF PRIVACY

In 2001, a study by HP Labs found that participants reported being concerned about their privacy and yet willing to give up that privacy for very little gain. They called this phenomenon ‘the privacy paradox’. Why do many of us claim to value our privacy highly, and yet share vast amounts of personal data? Do we do this purely to enable personalised, on-demand lives? And how can we reconcile this “irrational gap” between our claimed preferences for privacy and our actual behaviour?

The artworks in this exhibition reflect on the value of our attention, time and online data, proposing new techniques for negotiating the future of privacy and personalisation in the era of social media, AI and deep learning.

THE DATA DOCTOR is an experiential research project where visitors get a check-up, diagnosis and prescription based on how their personal data is used online. Visitors get a chance to speak with the doctor to identify tensions or misalignments between their desire for both privacy and personalization and to formulate a plan for future behavior. While THE DATA DOCTOR is an improvised experience, researchers from HIL will be collecting the information you share to inform The Dock’s Empowered Data research and engagement project. All information that is collected by the research team will be anonymized and confidential and used to explore privacy and trust in more detail, which we hope will improve understanding of the topic.

THE DATA DOCTOR will be open for a limited run, daily from July 8-11, 2019. To book an appointment, visit our online calendar: appoint.ly/t/datadoctor

THE PARADOX OF PRIVACY exhibition was curated and designed by The Office of Life + Art in collaboration with The Human Insights Lab.

THE DATA DOCTOR RESEARCH EXPERIENCE 8 - 11 JULY
THE DATA DOCTOR

THE OFFICE OF LIFE + ART (OLA) is a creative studio working at the intersection of technology, nature and culture. We make objects, exhibitions and experiences that meaningfully engage with the challenges of the 21st century. In addition to THE DATA DOCTOR project, THE PARADOX OF PRIVACY exhibition was curated and designed by The Office of Life + Art in collaboration with The Human Insights Lab.

THE HUMAN INSIGHTS LAB brings a societal perspective to pivotal themes at the intersection of society, business and intelligent systems such as Empowered Data, Regenerative Leadership and Cultural Transmission. Through experimental research and engagement (R&E) projects, we tackle these questions in partnership with clients and leaders from the humanities, social sciences and culture.

Marking the beginning of our Empowered Data project, this is the first exhibition at The Dock to feature work by external artists and designers. As an experimental aspect of our evolving research and engagement approach, participative exhibitions like THE PARADOX OF PRIVACY are intended to help us encounter new perspectives in an experiential way, generate real research data and creatively engage our audiences with research findings.

THE HUMAN INSIGHTS LAB

The Dock

An exhibition produced by the Human Insights Lab as part of our Empowered Data project.
THE REPUBLIC OF PRIVACY

Soomi Park

With the speed at which digital technology develops, personal privacy is becoming an increasingly important issue. Many people seem willing to sacrifice their privacy and share personal information to use digital communication. Others have begun to use technology to protect their privacy and take control of their digital lives. This raises the question of whether it is possible to achieve total privacy while still getting the benefit from digital communication technologies.

THE REPUBLIC OF PRIVACY is a fictional nation where people can live in absolute privacy. This project starts with a simple question: What kinds of new systems are needed to guarantee a life that is 100% private? The project illustrates this speculative scenario through an anthropologist's approach of examining physical-cultural elements of the society, such as technological applications, costumes, languages and manners.

Soomi Park is a London-based speculative designer and multimedia artist from Seoul, South Korea. Her work explores the complex relationship between emerging technologies and human desires. She holds an MA in Design Interactions from the Royal College of Art, and is currently pursuing her PhD in the Media and Arts Technology programme at Queen Mary, University of London. She is also an associate lecturer at Goldsmiths University of London.

NET WORTH

Osman Khan

The internet has come to be the primary aggregator, disseminator, and communicator of information. As we increasingly give dominance to information over materiality, new forms of power and capital structures emerge. Individuals with greater net presence (i.e. more hits) are deemed more significant and those with little or none become invisible. NET WORTH explores a new value system for our information dependent society. As such, entrance to the work, the magnetic card swipe echoes a familiar interaction with obvious financial overtones.

However, the social condition of the swipe is subverted as a means to explore another notion, that of the body as information as capital. ID cards, credit cards and the like are already deemed more of a person than the actual physical bodies. Add to this the existence of the internet and the action of googling entering our everyday language, new relations between the corporeal and the virtual are created, new structures of social strata and value have emerged. On an experiential level NET WORTH also examines individual's narcissism and hubris, allowing visitors to flaunt their data bodies. How do you rank against the Joneses, against your best friend, or against your favorite celebrity?

Lauren McCarthy is an LA-based artist whose work examines the role of surveillance, augmentation, and networks as social and public space through participatory and performative installations and site-specific interventions. Her work plays and subverts the materiality behind themes of identity, home, and social and public space through participatory and performative installations and site-specific interventions. McCarthy is an LA-based artist whose work examines the role of surveillance, augmentation, and networks as social and public space through participatory and performative installations and site-specific interventions. Her work plays and subverts the materiality behind themes of identity, home, and social and public space through participatory and performative installations and site-specific interventions. She is the creator of a Los Angeles open source platform for learning creative expression through code online. Lauren's work has been exhibited internationally, and is shown at the Barbican Centre, Art Electronics, Fotomuseum Winterthur, Haus der elektronischen Künste, SIGGRAPH, Onassis Cultural Center, ITP, DocLab, SCI-Arc Gallery Dublin, Social Museum of Art. She has received numerous honors including a Creative Capital Award, Sundance Fellowship, Samsung Residency, and grants from Knight Foundation, MoMA Foundation, Google, and Rhizome. Lauren is an Assistant Professor at UCLA Design Media Arts.