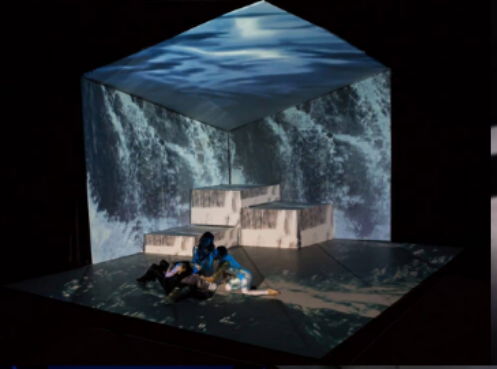


Final Major Project Development

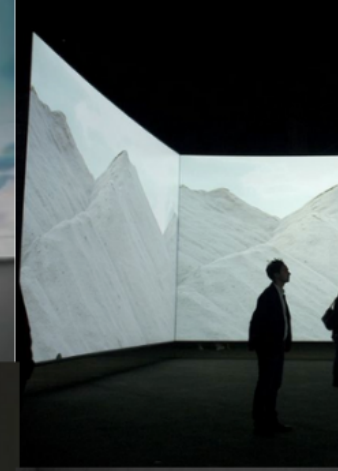
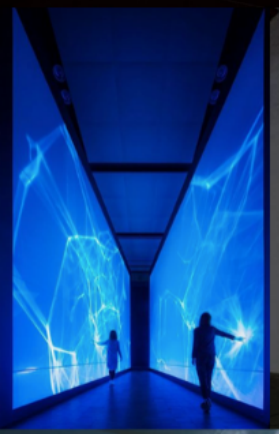
Alice Oliver

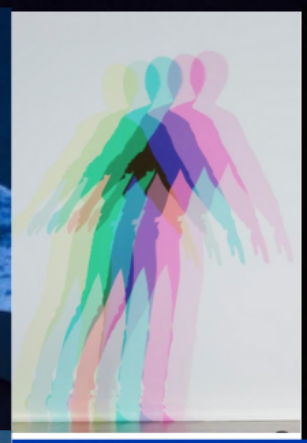
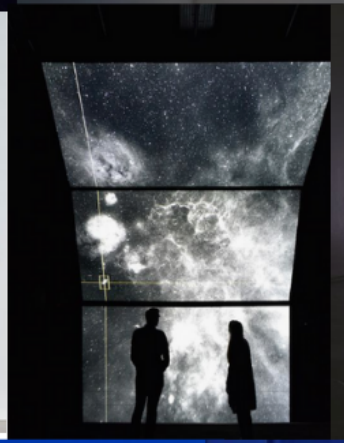
My Idea

- Create an interactive and immersive video installation piece
- Appropriating found archival footage and audio
- Exploring the different ways we understand memory; from our understanding of digital memory such as Cloud data storage, to our own individual storage of past memories and events
- Exploring the different symbols, representations and universal triggers of emotional memory.
- Played alongside the digital data form of memory, which so many now use to store their emotional memories.

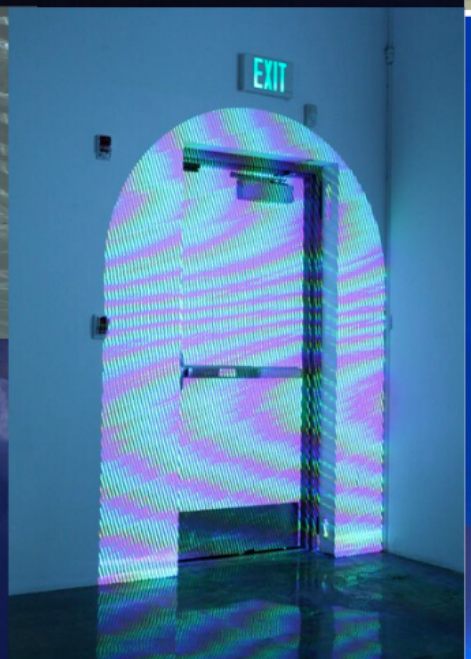








EXIT

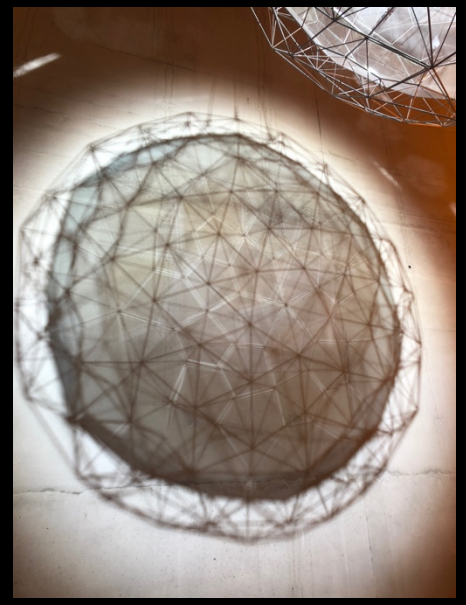


















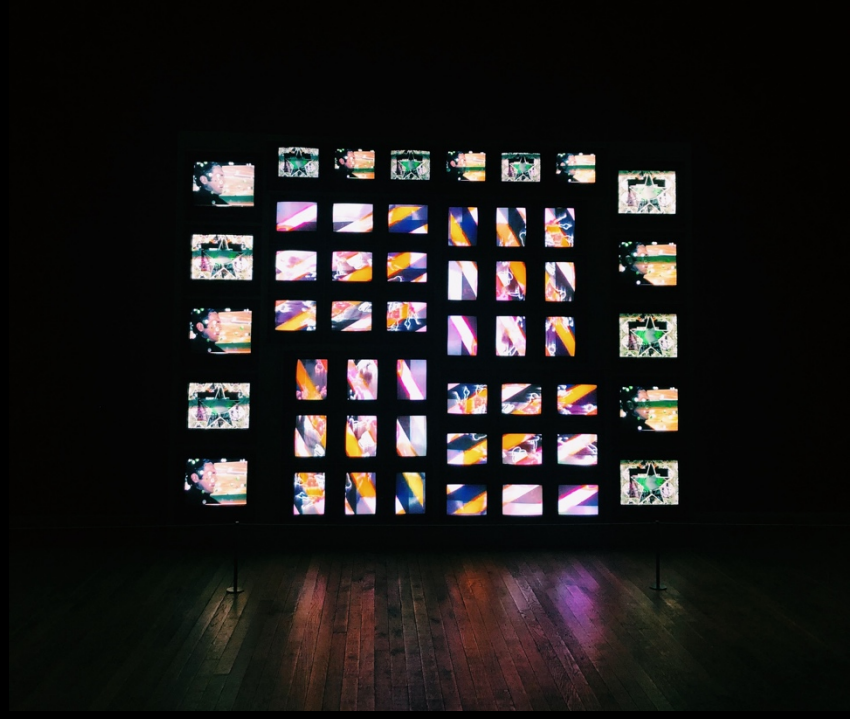




Olafur Eliasson
In Real Life
Tate Modern, 2019

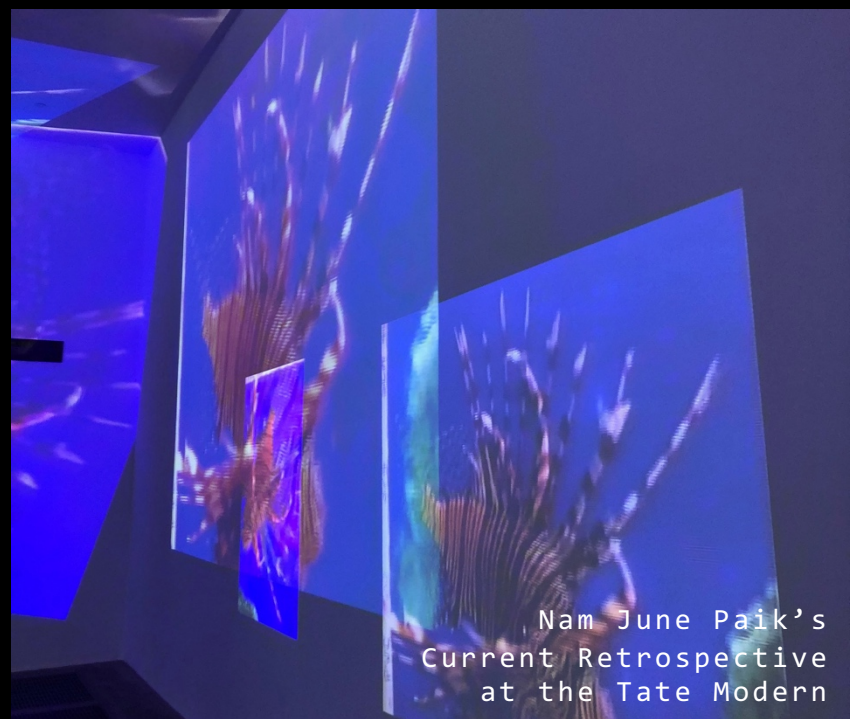




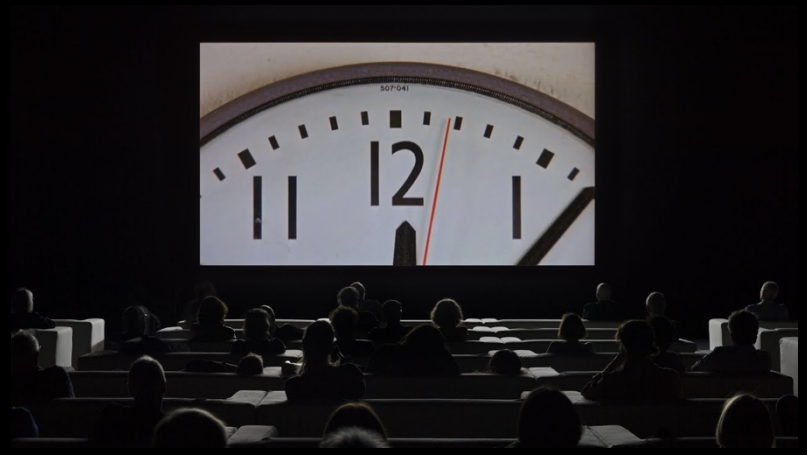








Nam June Paik’s Current Retrospective at the Tate Modern



Christian Marclay, The Clock, 2010



Adam Curtis, HyperNormalisation, 2016



Nicolas Provost, Gravity, 2007



Elizabeth Price, Woolworths Choir of 1979, 2012



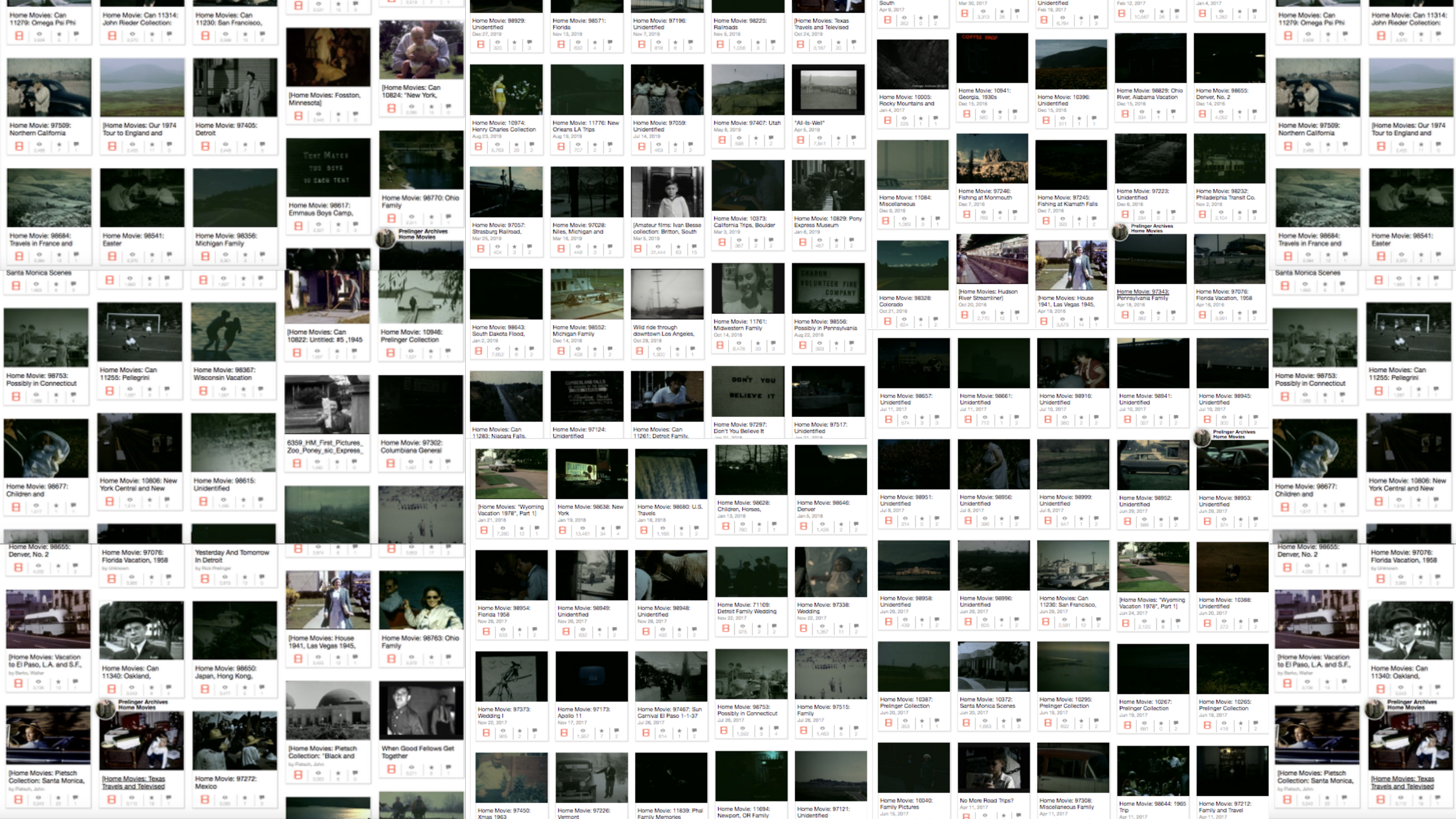
Paul Wright, Arcadia, 2017



Christian Marclay
The Clock, 2010



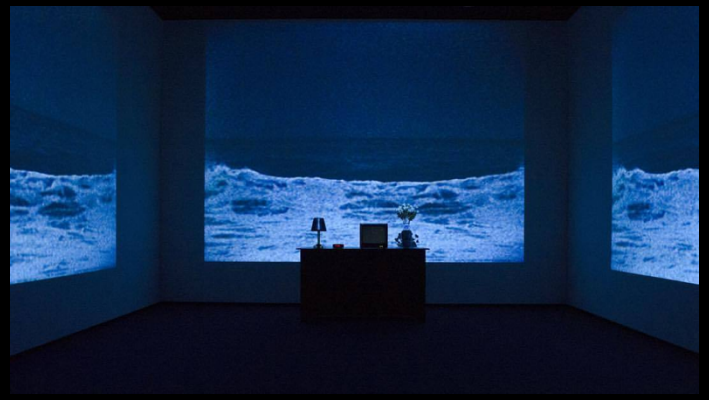
Paul Wright
Arcadia,
2017


Home Movies: Can 11279: Omega Psi Phi
Home Movie: Can 11314: John Rieder Collection:
Home Movies: Can 11230: San Francisco,
[Home Movies: Fosston, Minnesota]
[Home Movies: Can 10824: "New York,
Home Movie: 98929: Unidentified
Home Movie: 98571: Florida
Home Movie: 97196: Unidentified
Home Movie: 98225: Railroads
[Home Movies: Texas Travels and Televised
Home Movie: 10005: Rocky Mountains and
Home Movie: 10941: Georgia, 1930s
Home Movie: 10396: Unidentified
Home Movie: 98829: Ohio River, Alabama Vacation
Home Movie: 98655: Denver, No. 2
Home Movie: 97509: Northern California
[Home Movies: Our 1974 Tour to England and
Home Movie: 10974: Henry Charles Collection
Home Movie: 11776: New Orleans LA Trips
Home Movie: 97059: Unidentified
Home Movie: 97407: Utah
"All-Is-Well"
Home Movie: 98617: Emmaus Boys Camp,
Home Movie: 98770: Ohio Family
Home Movie: 11084: Miscellaneous
Home Movie: 97246: Fishing at Monmouth
Home Movie: 97245: Fishing at Klamath Falls
Home Movie: 97223: Unidentified
Home Movie: 98232: Philadelphia Transit Co.
Home Movie: 98684: Travels in France and
Home Movie: 98541: Easter
Home Movie: 98356: Michigan Family
Home Movie: 97057: Strasburg Railroad,
Home Movie: 97028: Niles, Michigan and
[Amateur films: Ivan Besse collection: Britton, South
Home Movie: 10373: California Trips, Boulder
Home Movie: 10829: Pony Express Museum
Home Movie: 98328: Colorado
[Home Movies: Hudson River Streamliner]
[Home Movies: House 1941, Las Vegas 1945,
Home Movie: 97343: Pennsylvania Family
Home Movie: 97076: Florida Vacation, 1958
Santa Monica Scenes
Home Movie: 98753: Possibly in Connecticut
Home Movies: Can 11255: Pellegrini
Home Movie: 98367: Wisconsin Vacation
Home Movie: 98643: South Dakota Flood,
Home Movie: 98552: Michigan Family
Wild ride through downtown Los Angeles,
Home Movie: 11761: Midwestern Family
Home Movie: 98556: Possibly in Pennsylvania
Home Movie: 98657: Unidentified
Home Movie: 98661: Unidentified
Home Movie: 98916: Unidentified
Home Movie: 98841: Unidentified
Home Movie: 98945: Unidentified
Home Movie: 98677: Children and
Home Movie: 10806: New York Central and New
Home Movie: 98615: Unidentified
Home Movies: Can 11283: Niagara Falls,
Home Movie: 97124: Unidentified
Home Movies: Can 11261: Detroit Family,
Home Movie: 97297: Don't You Believe It
Home Movie: 97517: Unidentified
Home Movie: 98655: Denver, No. 2
Home Movie: 97076: Florida Vacation, 1958
Yesterday And Tomorrow In Detroit
6359_HM_First_Pictures_ Zoo_Poney_sic_Express_
Home Movie: 97302: Columbiana General
[Home Movies: "Wyoming Vacation 1978", Part 1]
Home Movie: 98638: New York
Home Movie: 98680: U.S. Travels
Home Movie: 98628: Children, Horses,
Home Movie: 98646: Denver
Home Movie: 98951: Unidentified
Home Movie: 98956: Unidentified
Home Movie: 98999: Unidentified
Home Movie: 98852: Unidentified
Home Movie: 98953: Unidentified
[Home Movies: Vacation to El Paso, L.A. and S.F.,
Home Movies: Can 11340: Oakland,
Home Movie: 98650: Japan, Hong Kong,
Home Movie: 98954: Florida 1958
Home Movie: 98949: Unidentified
Home Movie: 98948: Unidentified
Home Movie: 71109: Detroit Family Wedding
Home Movie: 97338: Wedding
Home Movie: 98958: Unidentified
Home Movie: 98996: Unidentified
Home Movies: Can 11230: San Francisco,
[Home Movies: "Wyoming Vacation 1978", Part 1]
Home Movie: 10388: Unidentified
[Home Movies: Pietsch Collection: 'Black and
When Good Fellows Get Together
Home Movie: 97373: Wedding I
Home Movie: 97173: Apollo 11
Home Movie: 97467: Sun Carnival El Paso 1-1-37
Home Movie: 98753: Possibly in Connecticut
Home Movie: 97515: Family
Home Movie: 10387: Prelinger Collection
Home Movie: 10372: Santa Monica Scenes
Home Movie: 10295: Prelinger Collection
Home Movie: 10267: Prelinger Collection
Home Movie: 10265: Prelinger Collection
[Home Movies: Texas Travels and Televised
Home Movie: 97272: Mexico
Home Movie: 97450: Xmas 1963
Home Movie: 97226: Vermont
Home Movie: 11839: Phal Family Memories
Home Movie: 11694: Newport, OR Family
Home Movie: 97121: Unidentified
Home Movie: 10040: Family Pictures
No More Road Trips?
Home Movie: 97308: Miscellaneous Family
Home Movie: 98644: 1965 Trip
Home Movie: 97212: Family and Travel
Prelinger Archives Home Movies

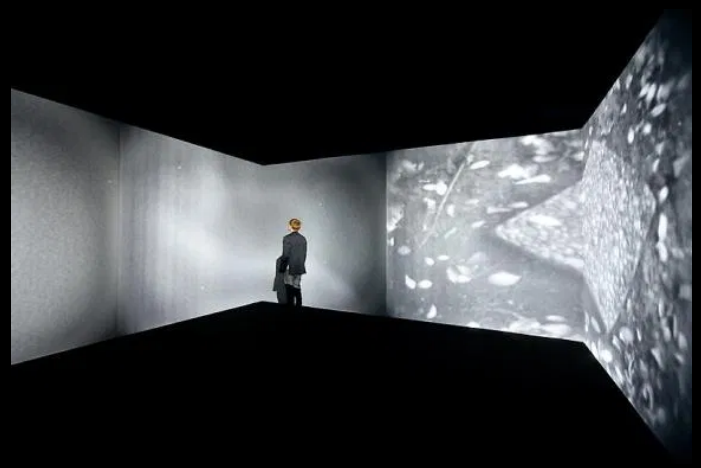




Bill Viola







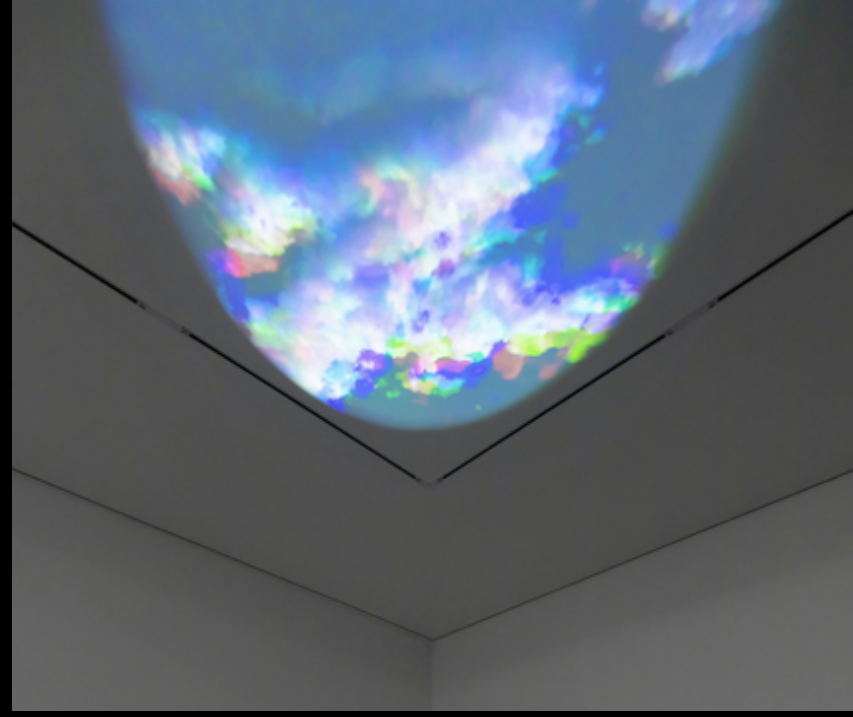






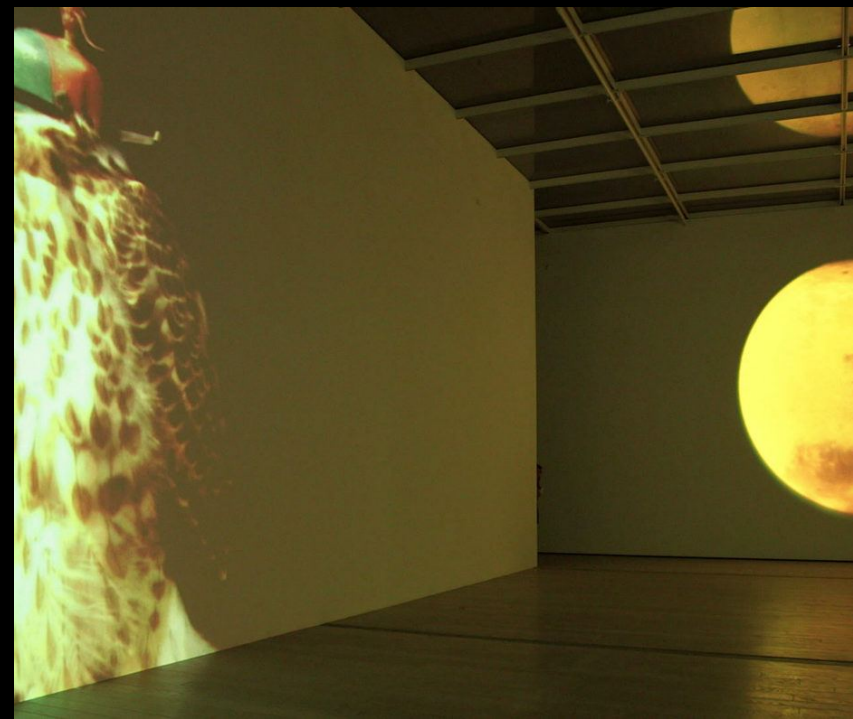


Diana Thater







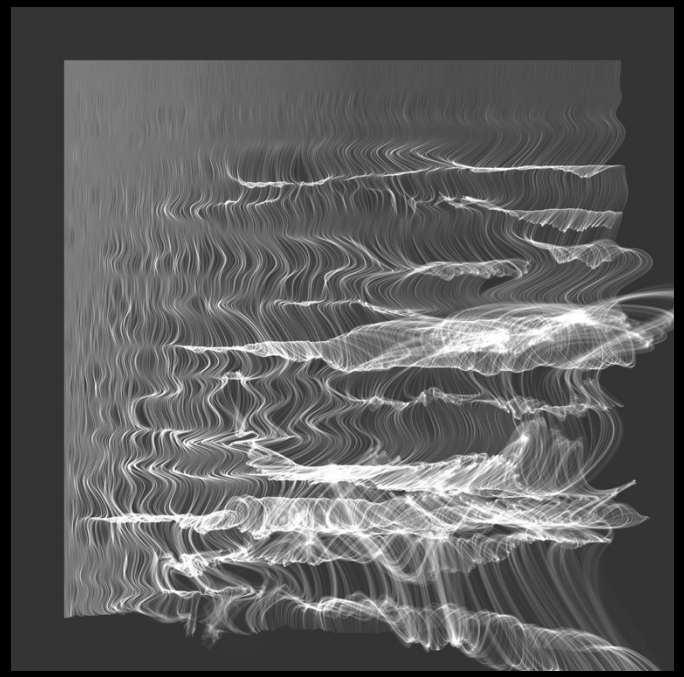


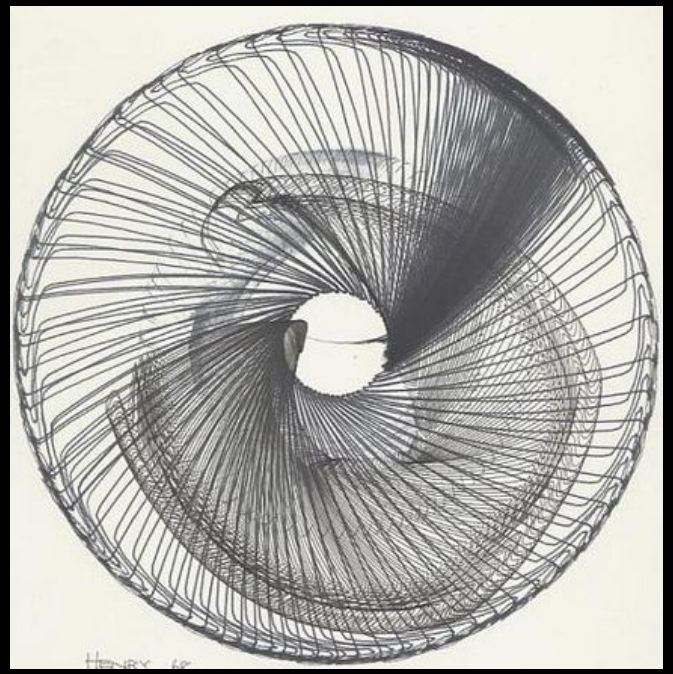

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projection
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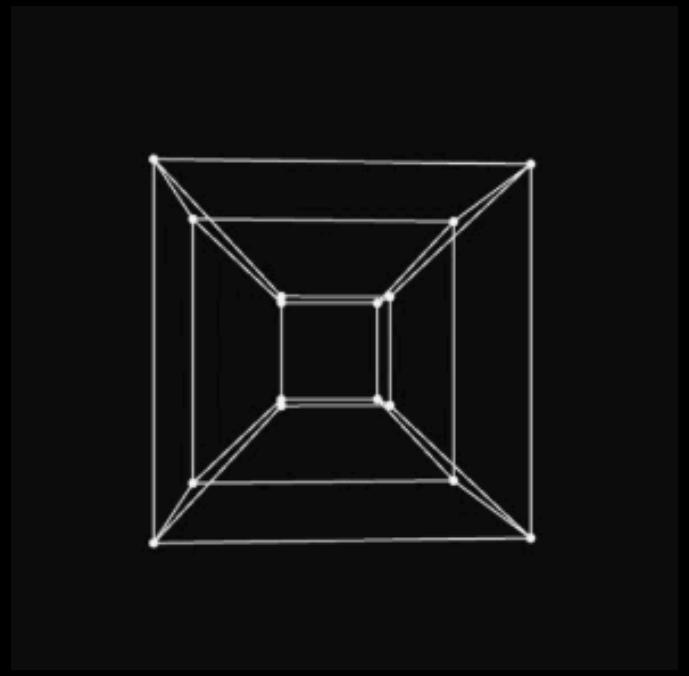
Perception, Reception Aesthetics and Phenomenology in Installation Art

- Art is made to be viewed and the embodied experience of the artwork comes about in the exchange between the spectator and the art.
- As interactive beings, we naturally want to engage with things through our senses.
- The idea that humans need to be physically connected with our surroundings stems from the philosophical construct of phenomenology and plays a very important role in the reception of artworks.
- Maurice Merleau-Ponty defined phenomenology as a method for describing the nature of how humans connect with their surroundings and perception as a means by which a phenomenal experience is understood.

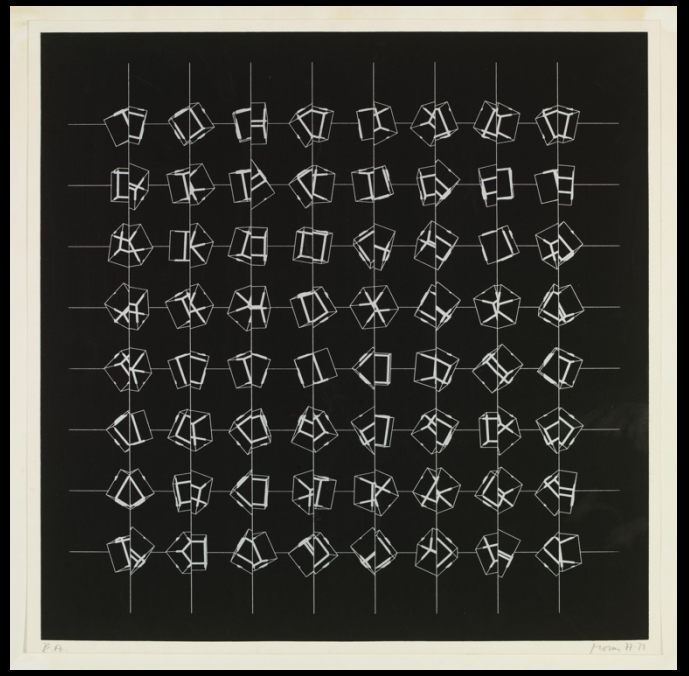












Creative Coding with P5.js

```
let num = ___;
let range = ___;

let ax = [];
let ay = [];

function setup() {
  createCanvas(900, 800);
  for ( let i = 0; i < num; i++ ) {
    ax[i] = width / ___;
    ay[i] = height / ___;
  }
  frameRate(___);
}

function draw() {
  background(___);

  // Shift all elements 1 place to the left
  for ( let i = 1; i < num; i++ ) {
    ax[i - 1] = ax[i];
    ay[i - 1] = ay[i];
  }

  // Put a new value at the end of the array
  ax[num - ___] += random(-range, range);
  ay[num - ___] += random(-range, range);

  // Constrain all points to the screen
  ax[num - 1] = constrain(ax[num - 1], 0, ___ width);
  ay[num - 1] = constrain(ay[num - 1], 0, ___ height);

  // Draw a line connecting the points
  for ( let j = 1; j < num; j++ ) {
    let val = j / num * ___ + ___;
    stroke(val);
    line(ax[j - 1], ay[j -1], ax[j], ay[j]);
```

```
let num = 1024;
let range = 85;

let ax = [];
let ay = [];

function setup() {
  createCanvas(900, 800);
  for ( let i = 0; i < num; i++ ) {
    ax[i] = width / 1136;
    ay[i] = height / 678;
  }
  frameRate(18);
}

function draw() {
  background(90);

  // Shift all elements 1 place to the left
  for ( let i = 1; i < num; i++ ) {
    ax[i - 1] = ax[i];
    ay[i - 1] = ay[i];
  }

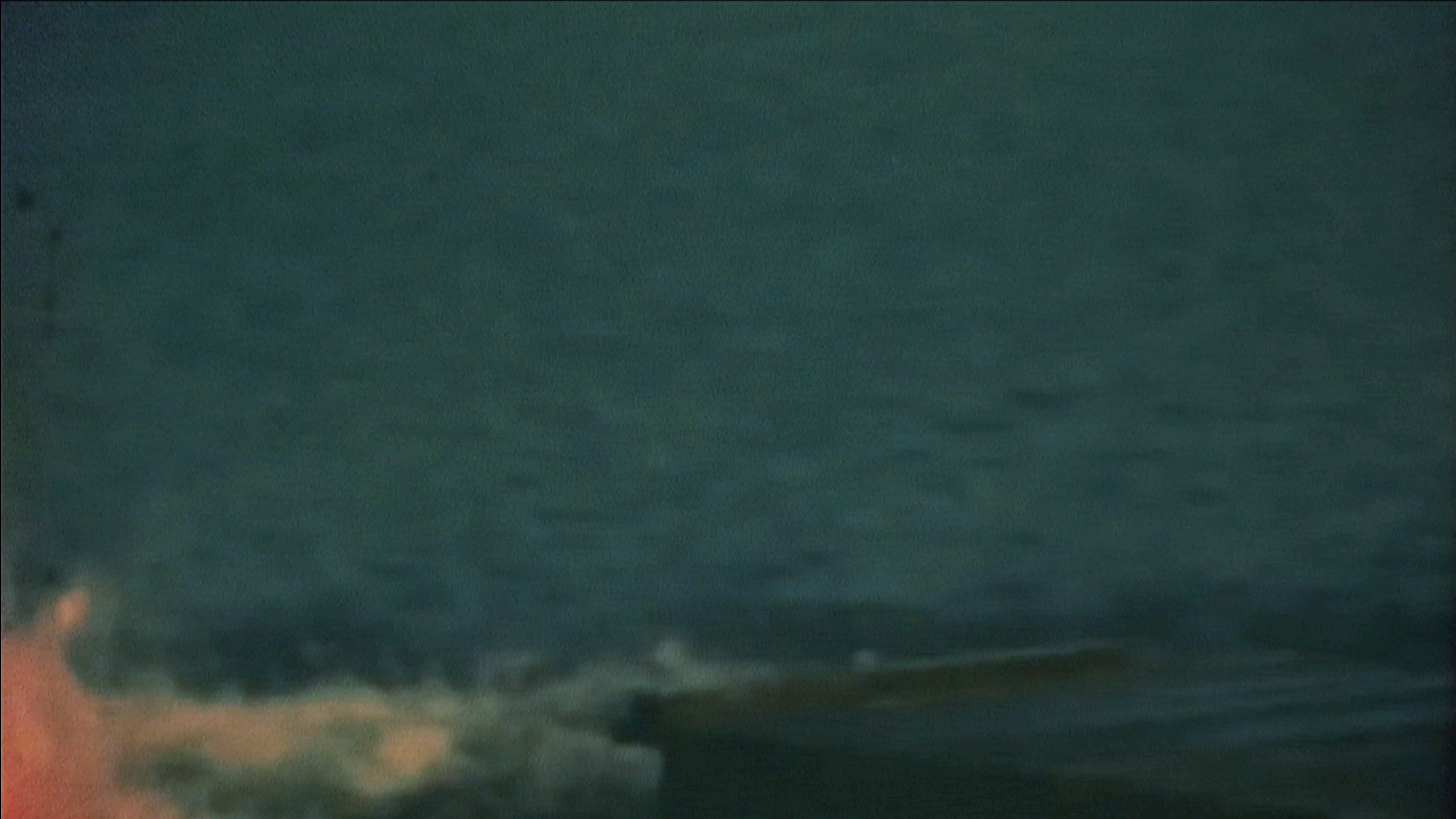
  // Put a new value at the end of the array
  ax[num – 1] += random(-range, range);
  ay[num – 1] += random(-range, range);

  // Constrain all points to the screen
  ax[num - 1] = constrain(ax[num - 1], 0, 1329 width);
  ay[num - 1] = constrain(ay[num - 1], 0, 1561 height);

  // Draw a line connecting the points
  for ( let j = 1; j < num; j++ ) {
    let val = j / num * 1800000000 + 246.8;
    stroke(val);
    line(ax[j - 1], ay[j - 1], ax[j], ay[j]);
```

Statistics about Cloud Storage:

- 1024 Petabytes of data stored in cloud storage
- 85% Of Enterprises Keep Sensitive Data in the Cloud
- 678 billion Apple iCloud users
- Forecast number of personal cloud storage consumers/users worldwide from 2014 to 2020 (in millions)
  - 2014 - 1136 million
  - 2015 - 1329 million
  - 2016 - 1561 million
  - 2017 - 1754 million
  - 2018 - 1926 million
  - 2019 - 2111 million
  - 2020 - 2309 million
- 90% of companies use cloud storage for everything
- When you sign up for Apple’s iCloud, you automatically get 5GB of free storage
- Demand for Cloud storage will grow 18% this year to $246.8 billion in total worldwide revenue from $209.2 billion
- In 2017, an estimated 1.8 billion people worldwide were using personal cloud storage - i.e. uploading family holiday snaps, baby photos, selfies, food picture etc.



Interaction and Spectator Participation

- The completion of some artworks is completely dependant on spectator participation and an integral relationship between the work and the spectator.
- Because of installation art’s dependency on the spectator’s physical presence in the work, it is phenomenological by nature.
- Julie Reiss states that “the spectator is regarded integral to the completion of the work” (Reiss, 1999).
- Allowing the spectator to interact and participate adds a whole other level to the embodied experience.



1950’s slide projector


Kodachrome
TRANSPARENCY
PROCESSED BY KODAK
Kodak
MADE IN ENGLAND
VIEW FROM THIS SIDE
36
APR 74



1950’s slide projector


projection
tests:

projection
tests:



Thank You For Listening