

# CAVE TO CLOUD

the empires of image

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» FOCUS ON PUBLISHING



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## A PUBLISHING & EXHIBIT PROJECT

With the ubiquity of image filtering, we are entering a phase where massive image production is merging with automated image recognition.

This project is the outcome of a research developed at the American Academy in Rome in 2012-13. It explores the new nature of 'image', as it is affected by mobile social media and autonomic systems.

This research unfolds in two parts—this document focuses on #1:

### 1. *Cave To Cloud* is an exploration of the 21st century image

Image is affected by new situations in built structures, virtual environments, networks, culture, commerce, economy and politics.

How do we use image today? How does it live with us? Is it alive? Is there a "singularity" of image?

### 2. An exploration of image as typologies

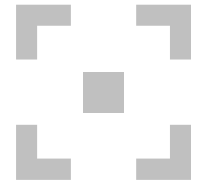
Images are being mechanically coalesced and blended into each other, hence collectively turning into what could be described as new swarm-like semantic bodies or pictorial landscapes and clouds.

We call this phenomenon a '**simage**' as it stands for the plural of 'image' with the letter 's' moved from last to first letter while also referring to 'similar'.

**Simage** combines archetypal, indexing and relational aspects.

It stands for the merger of many images into a singular typology or paradigm, e.g. 'palm trees', 'wall clocks', 'human skulls', etc. Strong simages are semantically tight while weak simages have loose relationships.

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Imperial city and imperial image share the same building blocks.

## CRITERIA & SPACES

50-60 screens or 100-120 pages define image from a 21st century perspective.

Creation is introduced as a state between opposites: void/light, unknown/known, unseen/seen, zero/one...

the CRITERIA of image

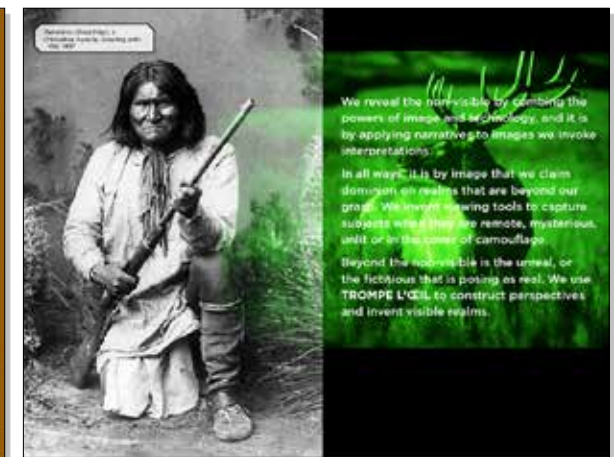
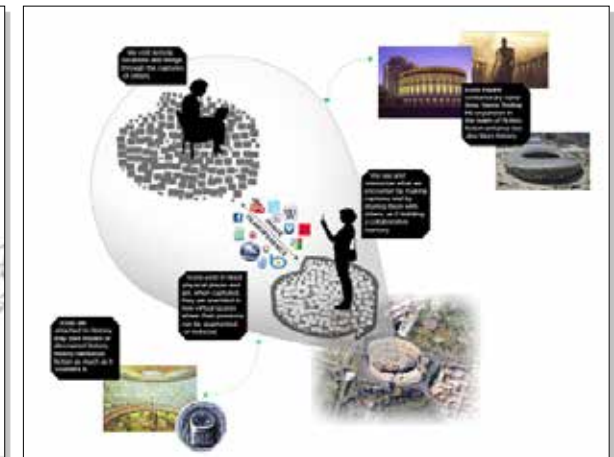
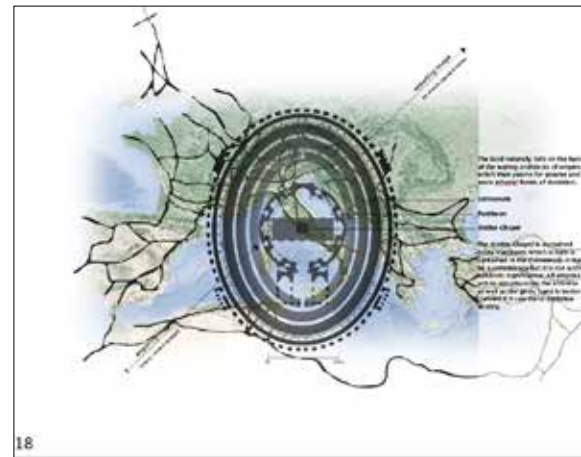
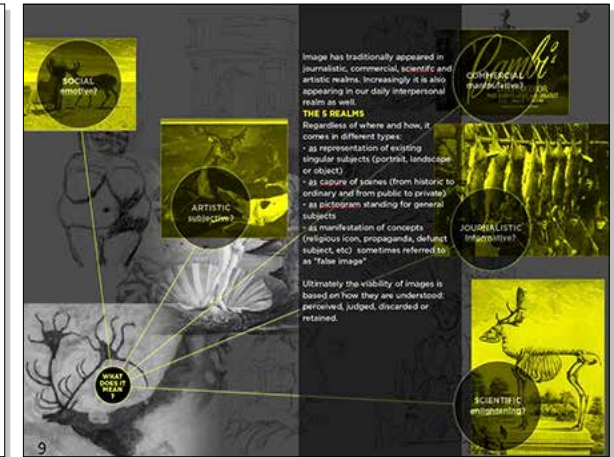
- captures a physical subject (person, animal, thing or event)
- realistically represents a fictitious subject
- embodies a concept (religious icon, persona, defunct subject)
- represents a category (male-female icon)

the SPACES of image

10-20 screens or 20-40 pages

“Image wants to be imperialistic”; it was integral to the making of empires from Greece and Rome to Hollywood, Apple, Google, and Facebook. The force of image is defined here by four key notions:

- **Subjectification**—how we represent objectify what we see
- **Mystification**—how we symbolically augment or reinterpret our world
- **Invention**—how we transform our world by image



**TIMES & OUTRO**

the TIMES of image

Explores the impact of new technologies that allow image to become “smart” and autonomic. This is done through four key notions:

- **Commodification**—split of image as language vs. currency
- **Reverse archeology**—manipulation of human identity by image
- **Chronotation**—images mark time and are affected by time
- **Metabolization**—images are taking biological attributes
- **Quantum factor**—The interferences between environment and image are becoming increasingly complex and unpredictable—a condition in which only smart images can thrive.

**OUTRO**

A very short essay will juxtapose the “cave”, its “Allegory” and its art with what one might call the “Allegory of the Cloud.”

NOTE: Additional texts may be provided by projects advisors Aaron Betsky (museum director), Ayssar Arida (urbanist) and Jonathon Keats (author)



## EXHIBIT COMPONENT

For full details see C2C\_ExhibOverview.pdf



Erik Adigard is a co-founder of M-A-D, a **media and experience design** studio based in Berkeley, California. His body of work includes numerous visual essays and websites for Wired, the short documentary Webdreamer, the book *Architecture Must Burn* and branding campaigns for IBM. Large exhibit commissions include Villette Numérique in Paris, ExperimentaDesign in Lisbon and two Venice Architecture Biennales. Adigard's creations have been shown in galleries, museums, film festivals and publications worldwide. Among top awards, he received the Chrysler Award for Innovation in Design and the Rome Prize. He is a member of the Alliance Graphique Internationale. »[www.adigard.com](http://www.adigard.com)

Patricia McShane is co-founder of M-A-D, a communication design studio positioned at the intersection of culture, technology and media arts. As an award winning **visual designer** she has produced communication designs for corporations such as IBM, Autodesk and Adobe, and for institutions such as *Spontaneous Interventions*, the U.S. Pavilion installation at the 2012 Venice Architecture Biennale, which was awarded a Jury Special Mention for National Participation and that was reconfigured in 2013 for its first U.S. showing at the Chicago Cultural Center. Other activities include teaching for the California College of the Arts and jurying on major design competitions »[www.m-a-d.com](http://www.m-a-d.com)

#### ADVISORS AND CONTRIBUTORS:

Ayssar Arida, architecture theorist + Aaron Betsky, museum director + Robin Clark, curator + Alicia Imperiale, architecture & modern Italian studies + Jesse Jones, composer + Jonathon Keats, cultural theorist, journalist & author + Mark Petrakis, thinker & media producer + Bernard Steigler, philosopher + Jesus Torres Garcia, architect. Others to confirm.

#### POTENTIAL CORPORATE PARTNERS:

Adobe, former advisory board member, Autodesk, and Wired, former designer

## CONTENT, DESIGN & PUBLISHING WILL BE FINALIZED IN TANDEM

### R-G-B INK OPTION

The book can be conceptually resolved by color-coding the three main sections so they are each printed as duotones of tritones with PMS inks.



### CROSSMEDIA & AUGMENTED PUBLISHING

As a complement to the publication, the scope of C2C includes:

- exhibits and installations (including those conceived for the American Academy in Rome)
- blog maintained at [cavetocloud.com](http://cavetocloud.com)
- online gallery of simages at [simagetheory.com](http://simagetheory.com)
- eBook
- the use of augmented reality techniques in Part 3 of the publication (requires a free app):
  - concept 1: There is no text in Part 3. A tag (related to the one on the TOC) is placed in the simage. It activates the “conversation” which is played out by voice on a device. The text can be scrolled through and used for possible hyperlinks. Animations can also be played.
  - concept 2: The text remains on Part 3 spreads and a tag activates animations and hyperlinks

