

Reflection Summary for  
Locative Media Revisited  
By Jonah Brucker-Cohen  
March 26, 2014

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GitHub at <https://github.com/Ahipsagh/CART351/tree/master/Reflections>  
Professor Sabine Rosenberg  
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Jonah Brucker-Cohen in his article *Locative Media Revisited* claims that the initial hype in the early 2000s for location aware devices has dissipated. Brucker-Cohen contends that its importance goes unnoticed even though geospatial technologies are widely used. He points to artists who have continued to use locative media and claims that as a result some of these closed systems have been opened making their effects visible again. Throughout the article Brucker-Cohen describes artist projects that take advantage of the Global Positions System, and the Open Source Satellite Initiative. Spotlighting these systems has in effect opened up the possibility of average citizen to get involved in information gathering at a time when people want more transparency and openness. According to Brucker-Cohen, “[m]aps are power and those who draw them provide access to the world.”

Several artists have expressed their art in a McLuhaneque way. For example, the Quotidian Record (2012) by US-based artist Brian House uses locative data recordings of his mobile telephone and extends it across a vinyl record which renders that invisible data into an intuitive and tactile experience.

We should question whether the government and military institutions should have total control over these closed systems. Do we, as citizens of the world, develop our own open infrastructures? Brucker-Cohen reminds us that we are living in times of surveillance and uncertainty and he is thankful for the artists who remind us of the power of locative media.

## Source

Brucker-Cohen, J. (2014, March 26). Locative Media Revisited.