

How has the physical world become our pixelated playground?

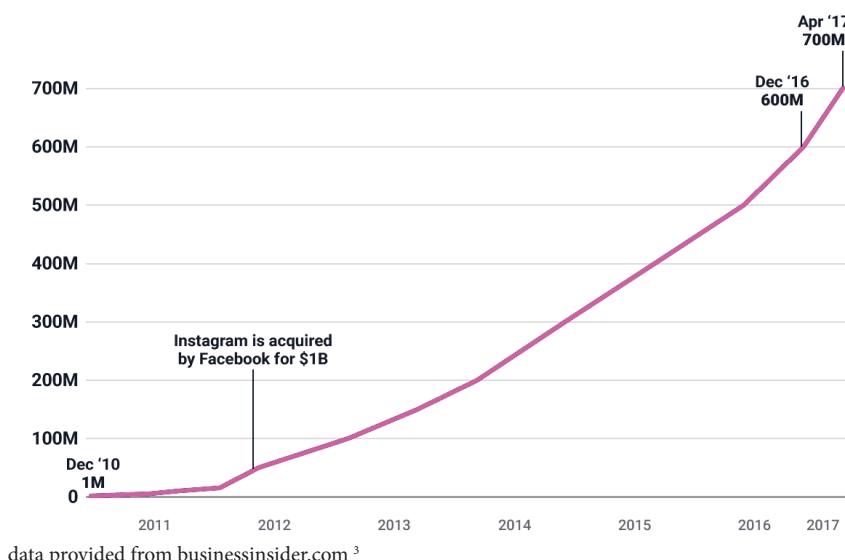
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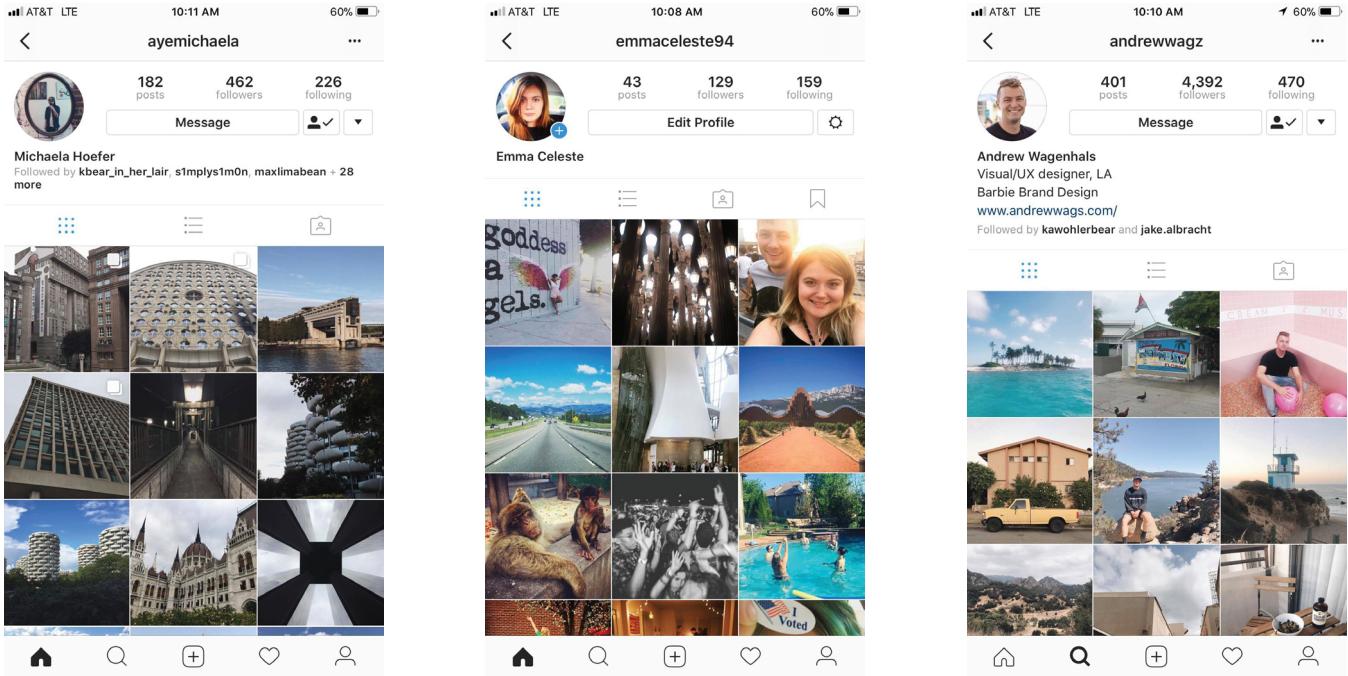


Communication in the Digital Age

Communication over the last two decades has become increasingly digitized. I honestly could not tell you the last time I sent a hand-written letter. The millennial generation has prenominal shunned these comparatively slow forms of communication. We use Twitter and its 140-character limit to share our thoughts opinions and ideas. But Twitter was not created for image-based communication. And as such in 2010 when Instagram was fated for success. Launched in October of 2010 the small tech company had already acquired over 1 million in the first two months from launch¹. People wanted the ability to “share” what they are doing, make others jealous, and show what a great time they were having. As an app, it has created entire mini-economy surrounding it from Instagram Models and Photographers to TV shows². Everyone vying for the chance to become Insta-Famous. Less talked about than the individuals, are the locations that often-become renown due to these digital influencers.

INSTAGRAM MONTHLY ACTIVE USERS, 2010-'17





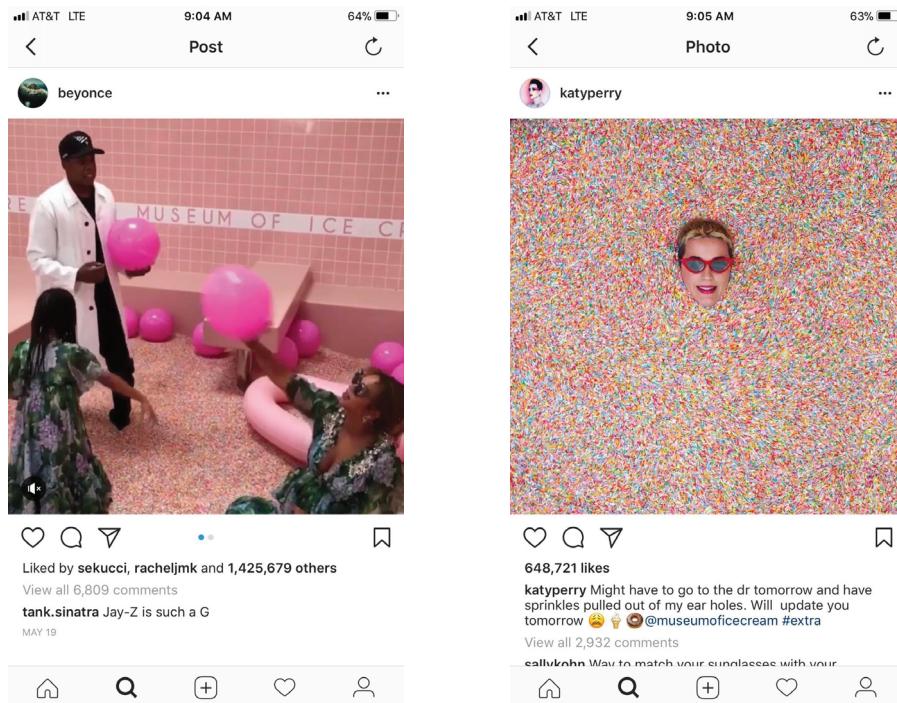
Destination Photography

Most prominent of the locations known for their Instagram-ability tend to include some form of creative expression. From the pink Paul Smith wall to the curving reflective walls of the Disney Concert Hall. These locations existed before Instagram, and each serves their own function independent from the purpose of taking a photograph, however, due to how celebrity culture works these places have become simple backdrops for the Instagram Model of our era. The Paul Smith wall has become so iconic that at times actual security has had to be implemented to control the people outside the store attempting to take the perfect photo for their feed⁴. The act of photographing in of itself has become a destination hot spot. You don't go somewhere to simply see it, and or experience it. One must photograph, document and share, or else what is the point? Ones Instagram is their brand and identity and these digital influencers create these hotspots when people want to imitate them, highlighting certain parts of a city⁵.



Connecting With other People

With the rise of this digital monolith, new places and installations are created on a regular basis. When Colette Miller launched her Global Angel Wings Project in 2012, and without any suggestion, people began interacting with it and posting on social media⁶. Today these wings are found all over the world and have developed their own following. On a near consistent basis, people are found posing for photographs. The ability to photograph has created a social hierarchy for these installations, places like the Berlin Wall Project have comparatively failed compared to its neighbor Urban Light. Though both are beautiful in their own right, Urban Light receives much more attention due to its ability to create dynamic photographs. Large installations like the Museum of Ice cream have been created with this purpose. The creator of the Museum has tagged it “an Instagram Heaven” a place where people connect over social media, where they can take the perfect photograph⁷.



¹ <http://www.telegraph.co.uk/technology/technology-video/12064686/Rise-of-a-tech-giant-the-history-of-Instagram.html>

² <http://www.imdb.com/title/tt6389746/>

³ <http://www.businessinsider.com/instagram-how-many-users-growth-chart-2017-4>

⁴ <https://fashionista.com/2017/04/paul-smith-pink-wall>

⁵ <https://www.square2marketing.com/blog/how-to-use-instagram>

⁶ <https://www.discoverlosangeles.com/blog/discover-global-angel-wings-project-los-angeles>

⁷ <https://www.forbes.com/sites/forbestreptalks/2017/05/19/the-25-year-old-behind-the-museum-of-ice-cream/#5f69265b2e4e>