John Cayley & Daniel C. Howe

Read for us … and show us the pictures

Mixed media installation, custom software, 2010-

Brief project description (200 words)

In this update and development of an earlier installation from *The Readers Project*, a software entity reads through Adam Smith's *An Inquiry into the Nature and Causes of the Wealth of Nations* (1776), highlighting 'longest common phrases' of up to six words long, that the artists have found—by disruptive internet search—to have been written by *other* people (or programs) in other contexts. This classic of liberal economics is parsed into phrases from the commons of language. We know that others have composed these successive short sequences of words because a search engine has found them on web pages unconnected with Smith and his book. Our software reader then sends the phrases to a server. For the installation itself, another client, a tablet computer housed on a lectern, image-searches the phrases and generates a stop-frame digital video from Smith's *Inquiry,* in real time. Visitors to the installation (or anyone with access to the network) will also be able to use their mobile devices to access the video-maker and other client-readers that further disrupt the common reading of this text.

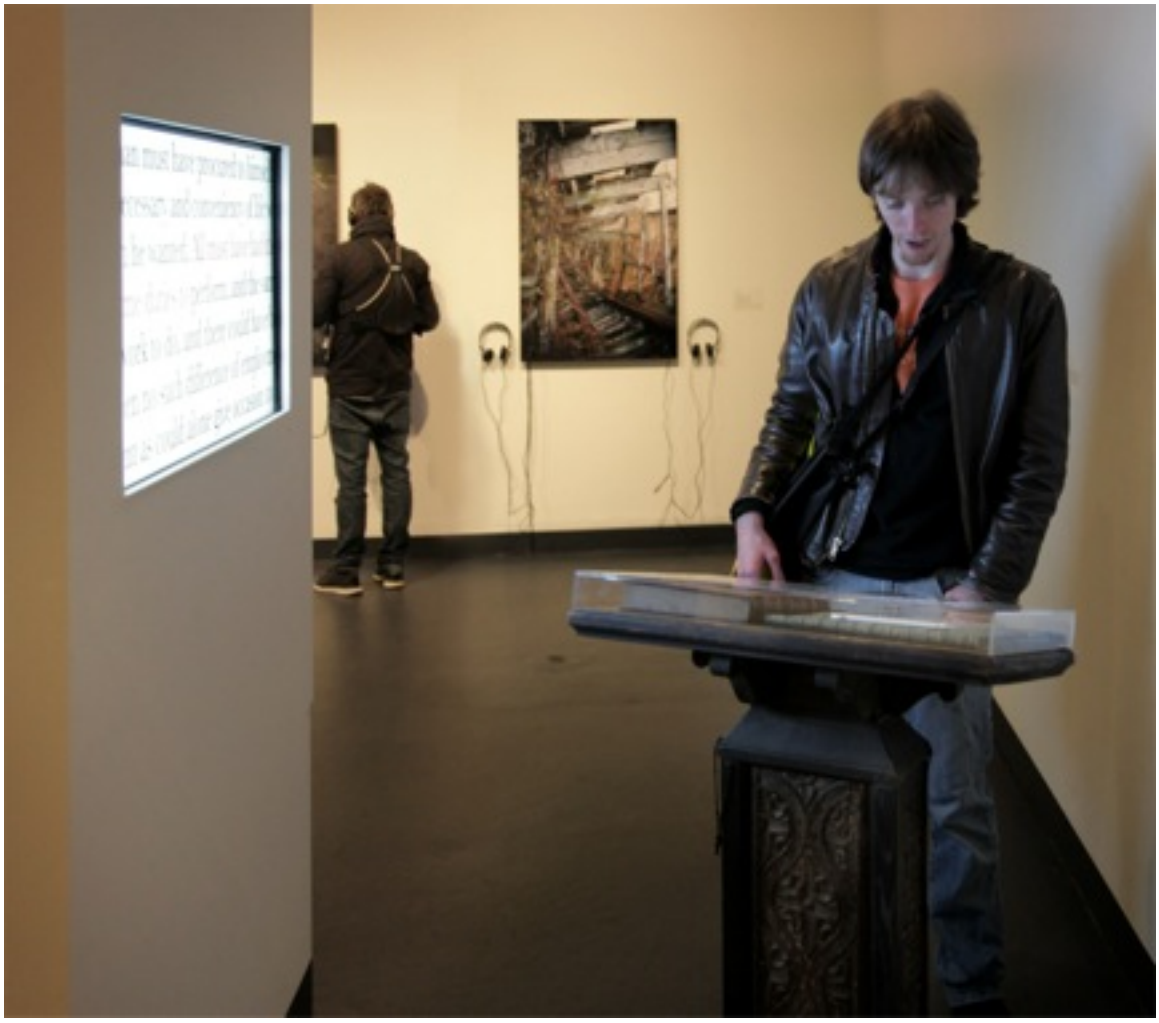
More information thereadersproject.org.

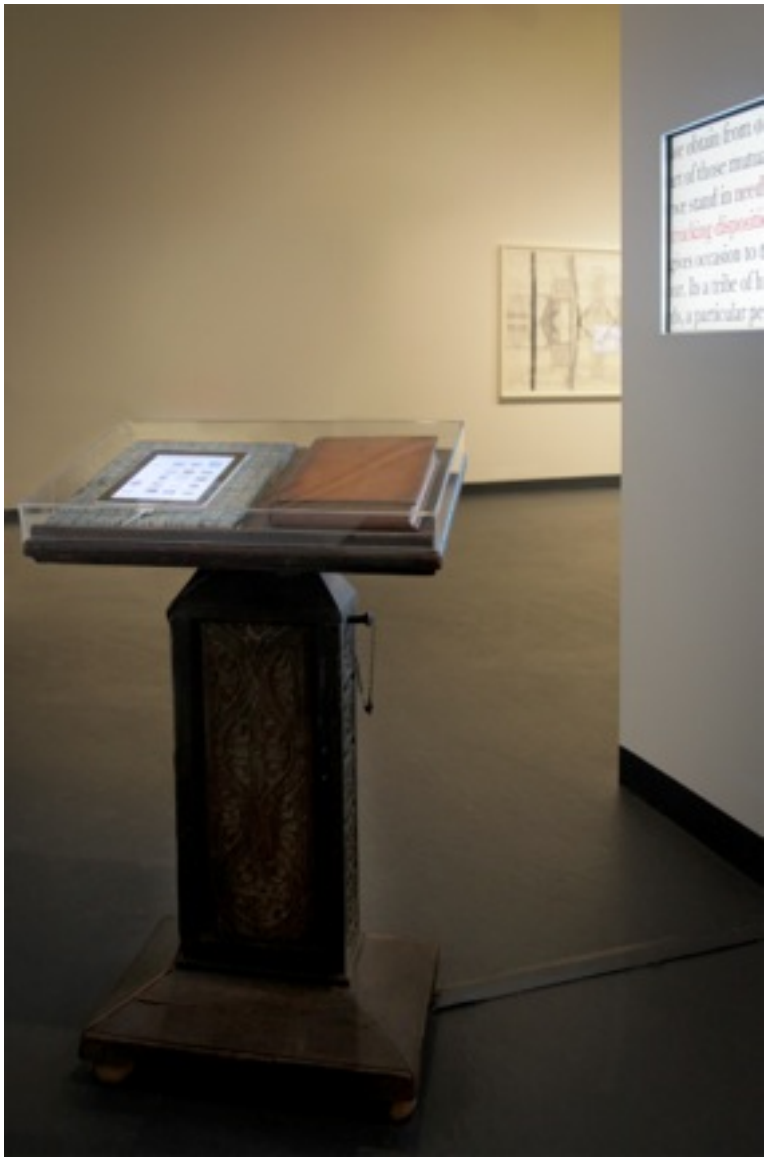
Thematic statement - Disruption & New Text

Network Services' provision of reference and associative cross-media linking, especially search-by-phrase, represents one of the greatest and most challenging *Disruption*s to practices of reading and writing in our present era. Internet search collects big linguistic data on language and language use, building generative statistical models chiefly for the benefit of frictionless commerce and at the expense of aesthetic and critical innovation. The algorithms of big software channel our language into vectors of venal transaction groomed by quantified surveillance. The algorithms of *The Readers Project* generate *New Text* to disrupt these still emergent structures.

The Readers Project has recent been discussed in these terms in Emerson, Lori. 2014. *Reading writing interfaces : from the digital to the bookbound*, Minneapolis: University of Minnesota Press, esp. pages 183-184.

1 - 2 images





Artist bio or CV

• **John Cayley** writes digital media, particularly in the domain of poetry and poetics. Recent and ongoing projects include *imposition* with Giles Perring, *riverIsland*, and *what we will* ... Information on these and other works may be consulted at http://programmatology.shadoof.net. Cayley is Professor of Literary Arts at Brown University.

• **Daniel C. Howe** is an artist, writer, musician, and critical technologist, whose work focuses on networked systems for image, sound and text, and on the social and political implications of computational technologies. He has a PhD in computer science and an MFA in interactive media and digital literature. He divides his time between New York and Hong Kong.

Proposed budget

Flat screen monitor 1080p, at least 47”	1000.00	or borrowed?
Mac Mini	0.00	artist-supplied
iPad or other tablet (for lectern)	0.00	artist-supplied
Embedded screen mounting in (freestanding) gallery wall	500.00	estimate only
Lectern	200.00	or borrowed?
copy of Adam Smith’s book	0.00	artist-supplied
Cabling, networking, installation support	200.00	estimate only
Total	**1900.00**	

Technical and logistic requirements

The main technical requirement for this installation—otherwise quite straightforward—is the provision of good, reliable local and internet support for the Mac Mini, the tablet, and for visitors to the installation.

- Ideally the Mac Mini (housed in the wall with the monitor) should be able to function as a server on the open (if firewalled) internet, with its own addressable IP. (Alternatively, it *must* be able to communicate with a server set up as such elsewhere.)
- The tablet *must* have access to the internet and must be able to access the server running either on the Mac Mini (or elsewhere on the internet).
- Visitors to the installation *must* have access to the internet from their mobile devices and be able to download client software and data from the networked Mac Mini (or other internet) server.