

DATA DÉRIVES

Confronting digital geographic information as
spectacle

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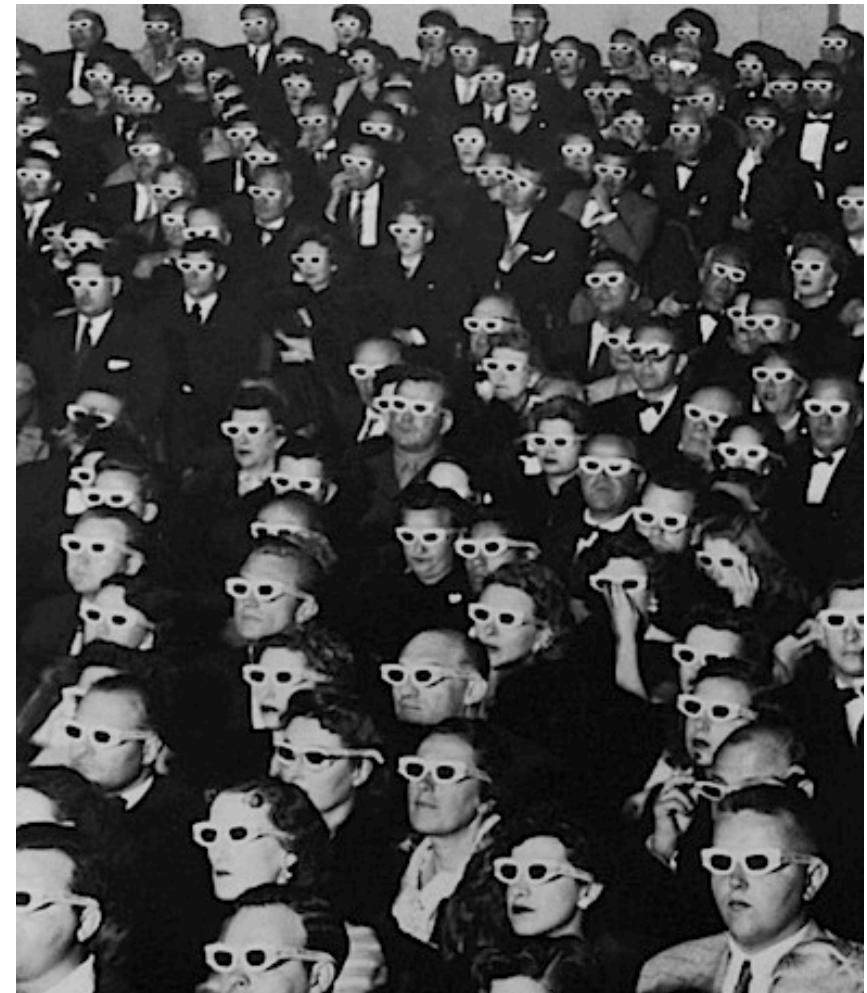
Data Dérives

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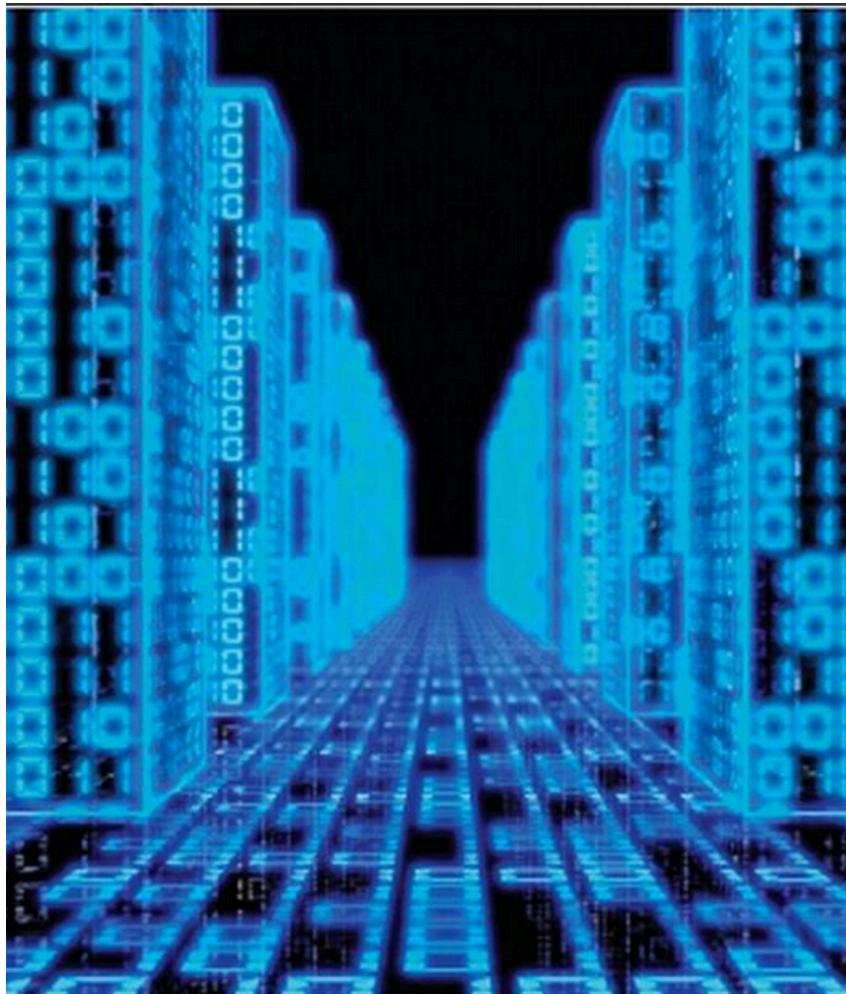
Defining a data spectacle

“The spectacle is not a collection of images; it is a social relation between people that is mediated by images.”

(Debord 1967, Thesis 4)



Data as site of speculative investment



“The blindness and muteness of the data to which positivism reduces the world passes over into language itself, which is limited to registering those data”

(Horkheimer and Adorno 1969, 135)

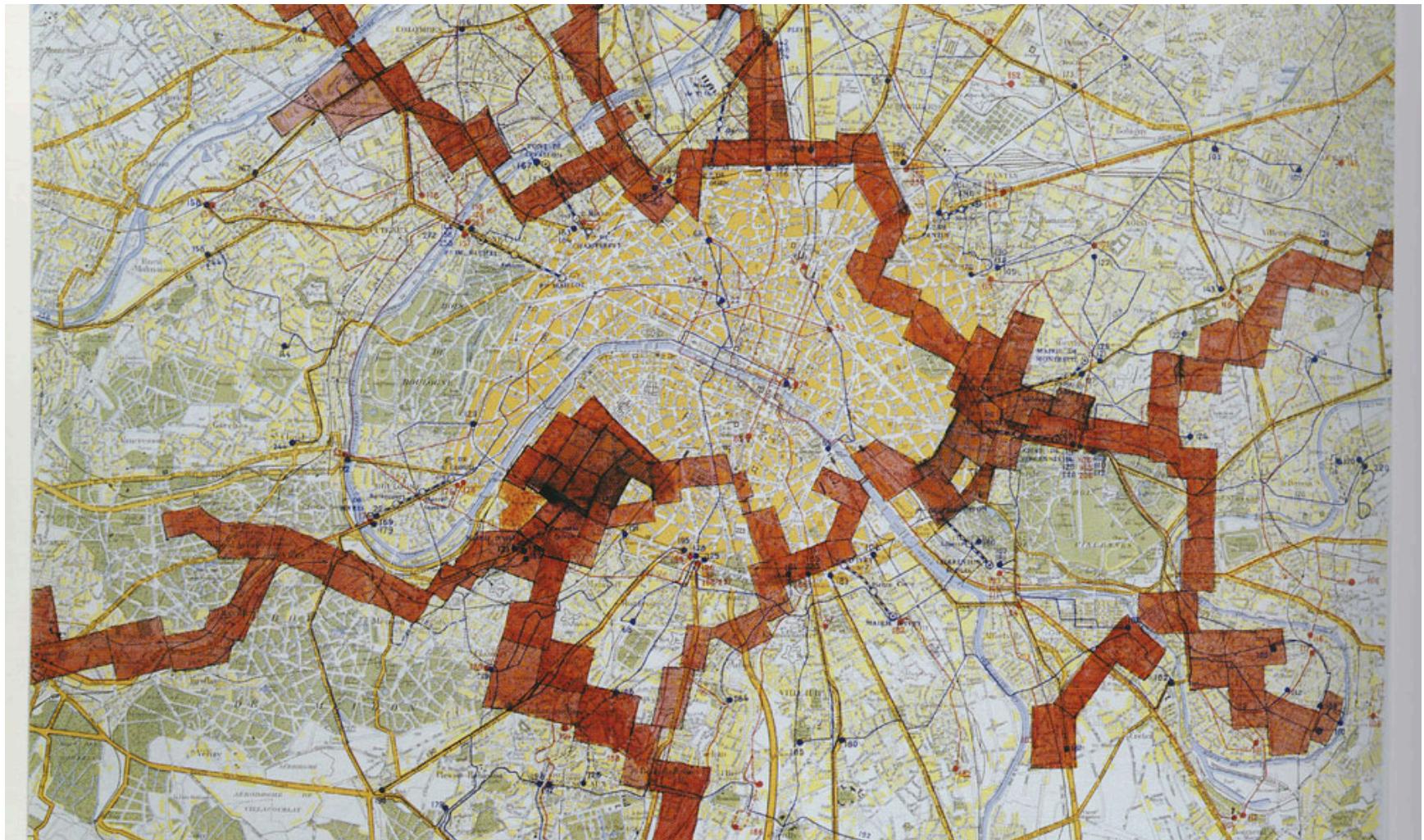
The colonization of everyday life in data



“We have thus moved beyond the theorization of our mobile devices as a type of prosthetic to our bodies ... but instead have to conceive of our devices as absolutely integral to the very foundations of embodied space in the digital age”

(Farman 2012, 46)

Drifting towards data



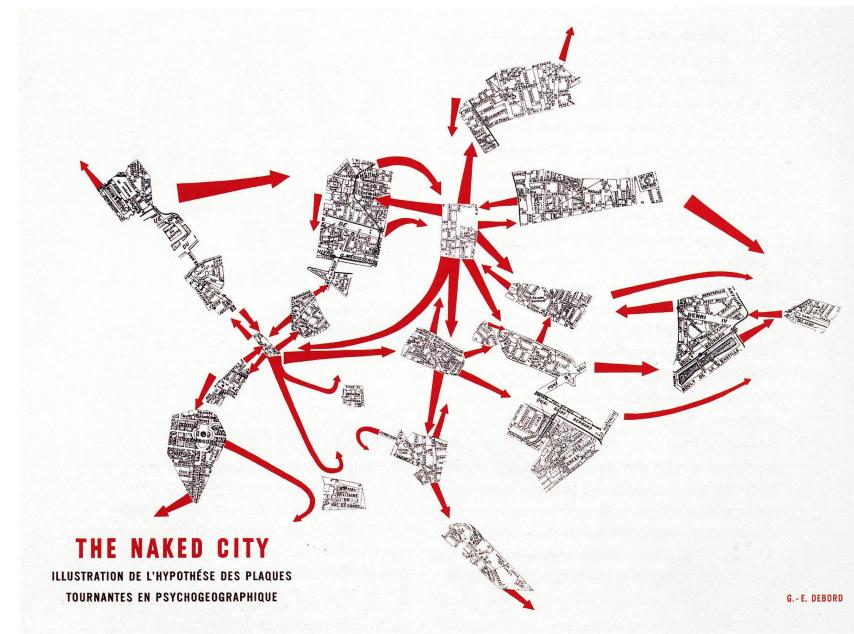
Drifting towards data

“Now the city would move like a map you were drawing; now you would begin to live your life like a book you were writing”

(Marcus 1989, 166)

The dérive was an “active type of flâneurship whereby the formerly aristocratic walker was transformed into a conscious, political actor”

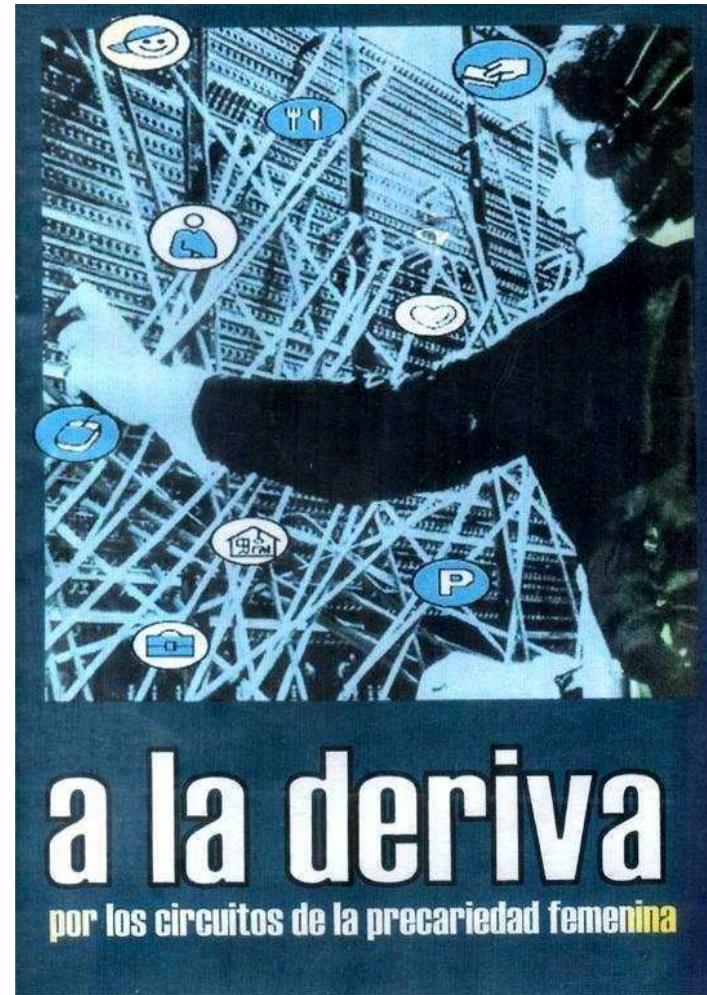
(Flanagan 2008, 3)



Drifting towards data

An approach to “provoke critical notice of the totality of lived experience and reverse the stultifying passivity of the spectacle”
(Plant 1992, 60).

To examine “that negative space between an individual and their digital representation”
(Dalton, Taylor, Thatcher, 2016)

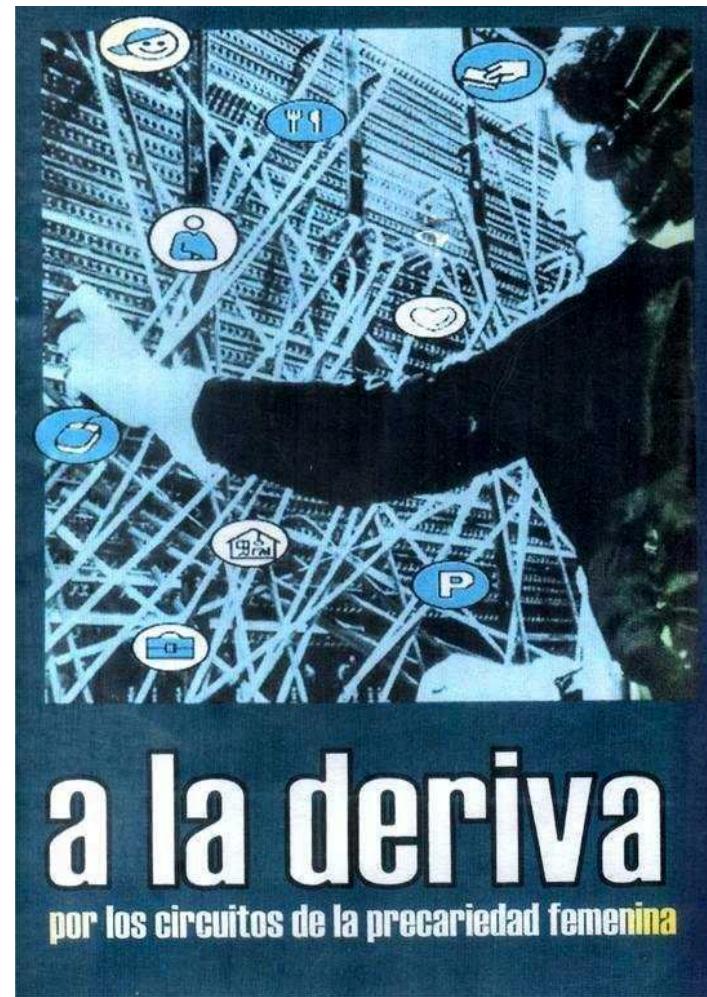


Drifting towards data

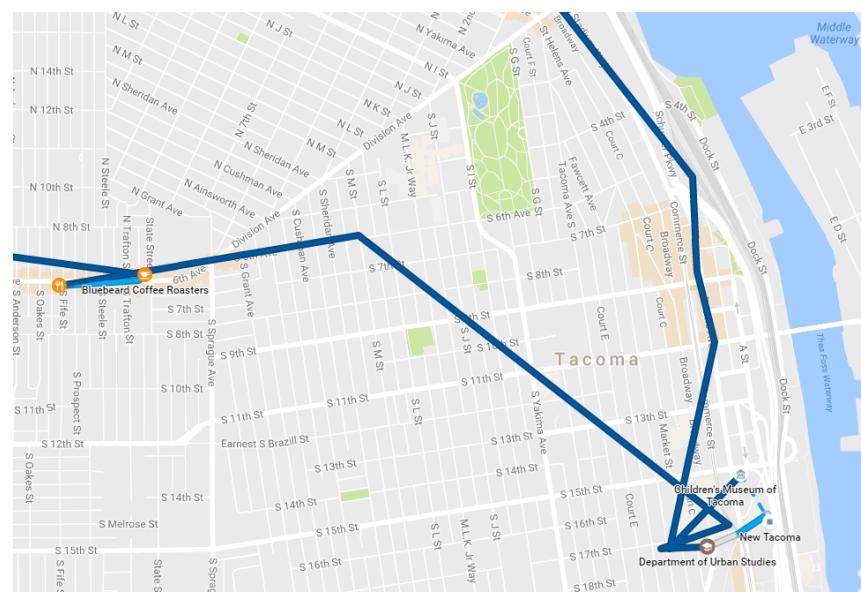
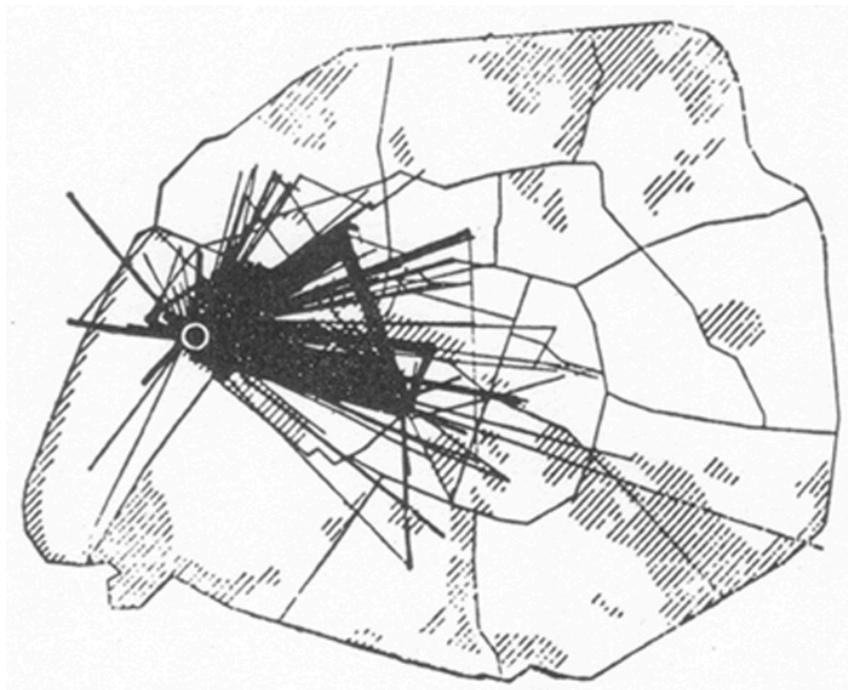
“We opted for the method of the drift as a form of articulating this diffuse network of situations and experiences, producing a subjective cartography of the metropolis through our daily routes.”

“Thus the drift is converted into a moving interview, crossed through by the collective perception of the environment”

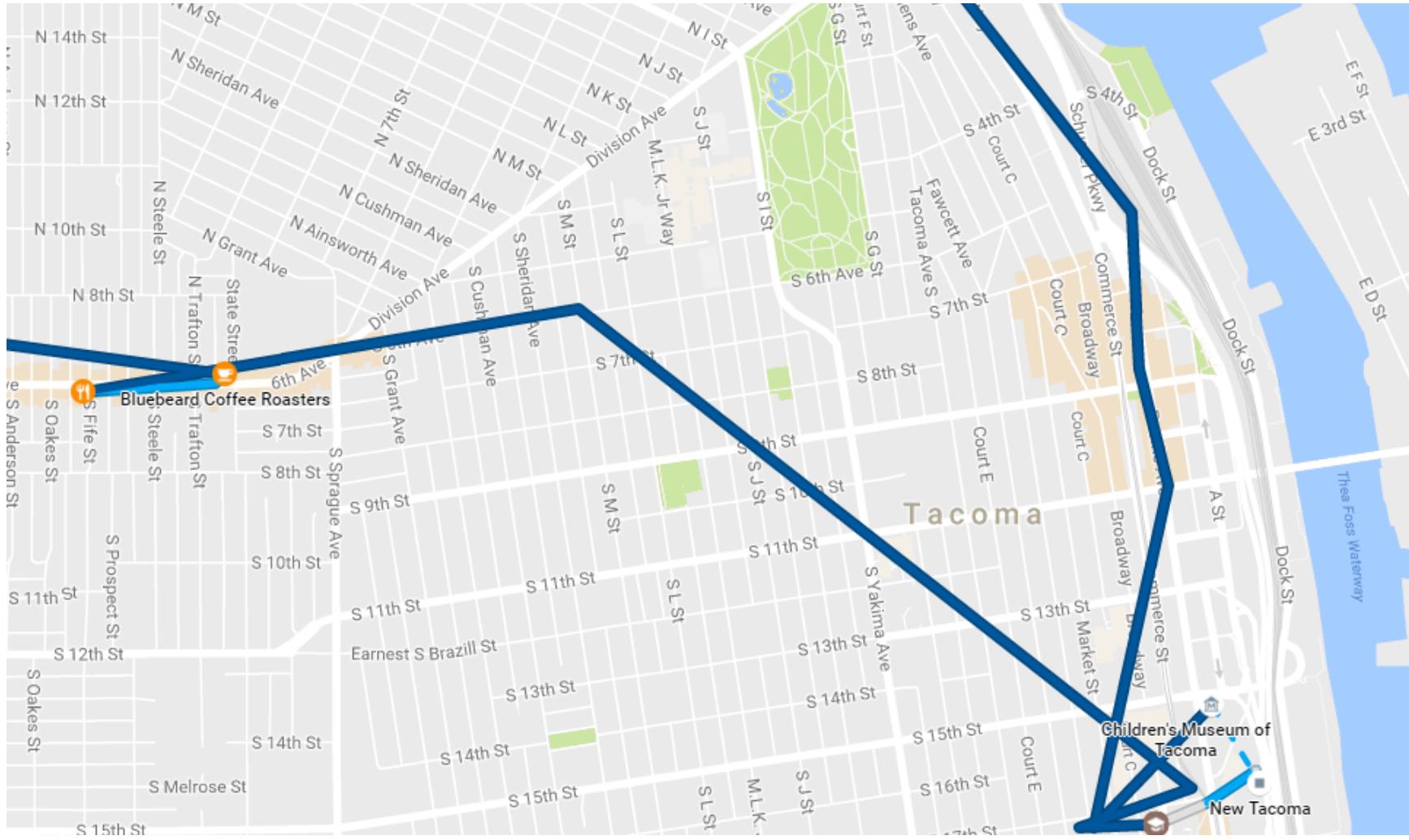
(both Precarias a la Deriva 2003)



Drifting through data



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