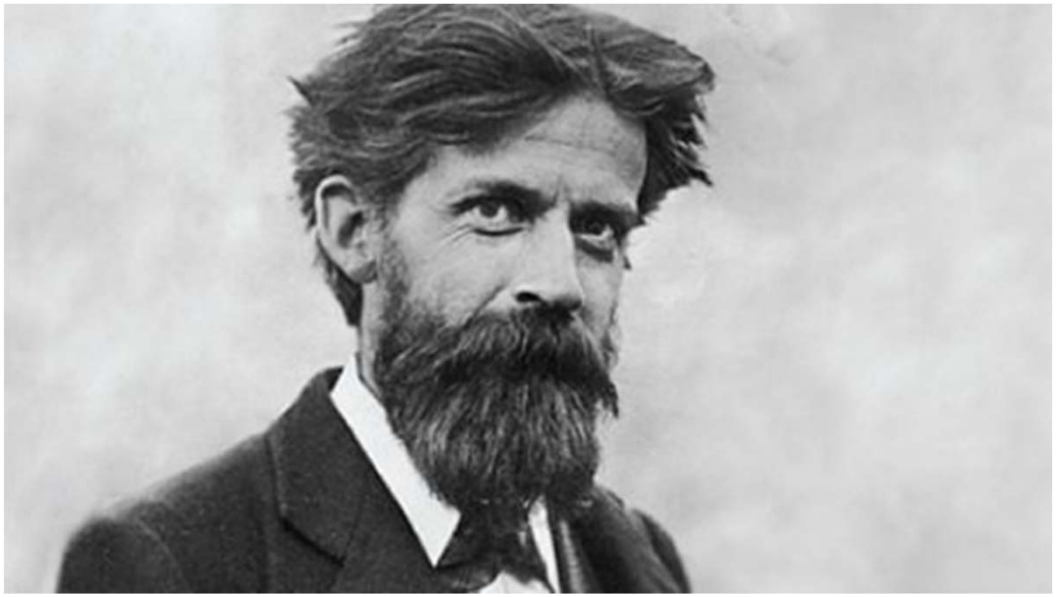
Digital Street Lab in a Box

Paul Guzzardo



Jessica Z Brown

“A city is more than a place in space. It is a drama in time.”
Patrick Geddes

The *Digital Street Lab in a Box* (DSLB) is a Media Information Literacy readymade. It is a prototype, a tool for the street in the age of algorithms.

THE CITY IS A THINKING MACHINE

an exhibition marking the centenary of Patrick Geddes'

Cities in Evolution

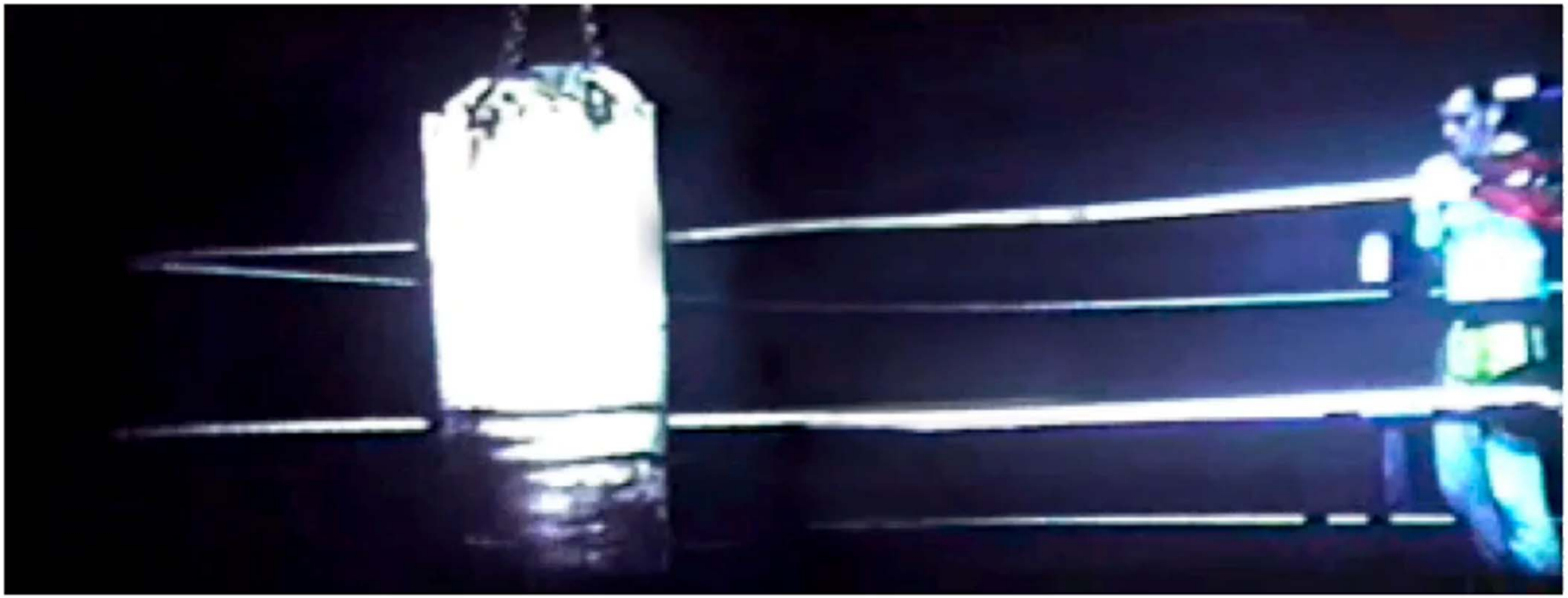
P Geddes

T Huxley

J Huxley

El Algoritmo que se comió la calle
The Algorithm that ate the street

ese elefante en la habitación está ahora en la calle
SAHA EMPORIUM
IIFL
digitalxpress
el elefante llamado algoritmo



in the ring with big data

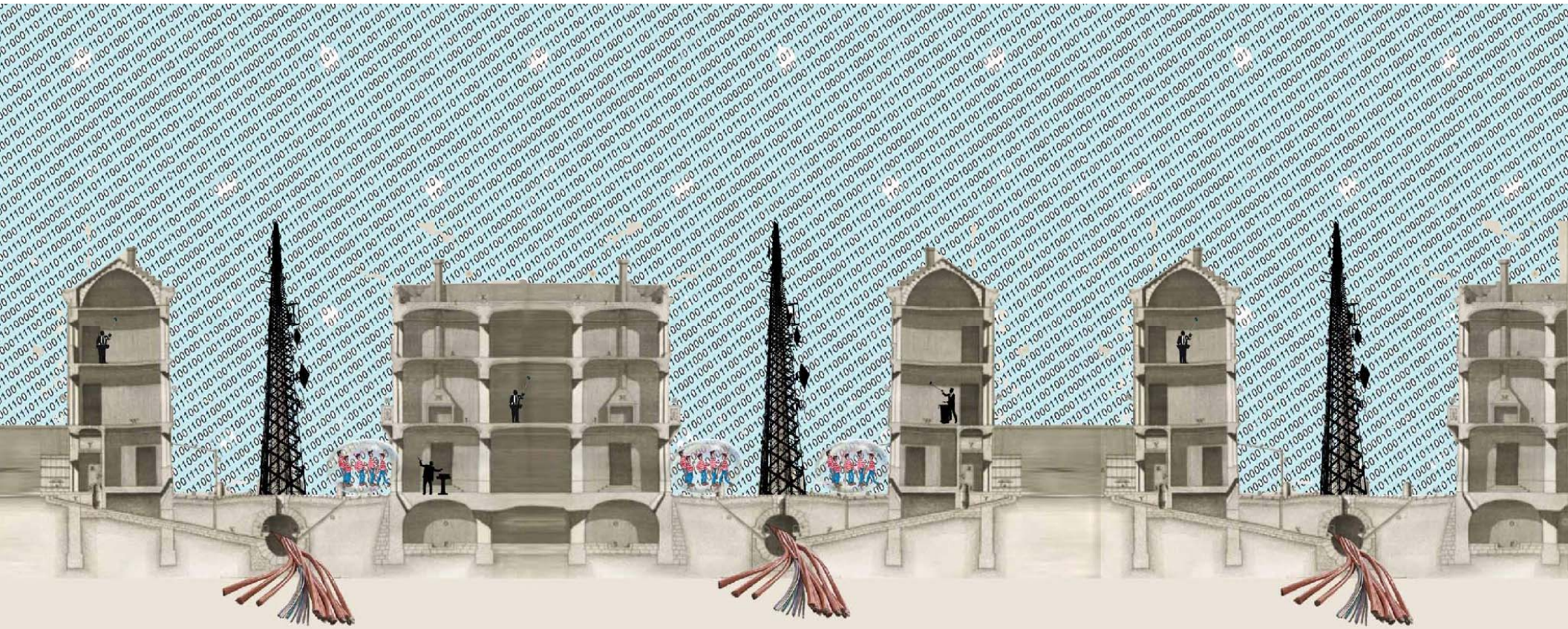
triage

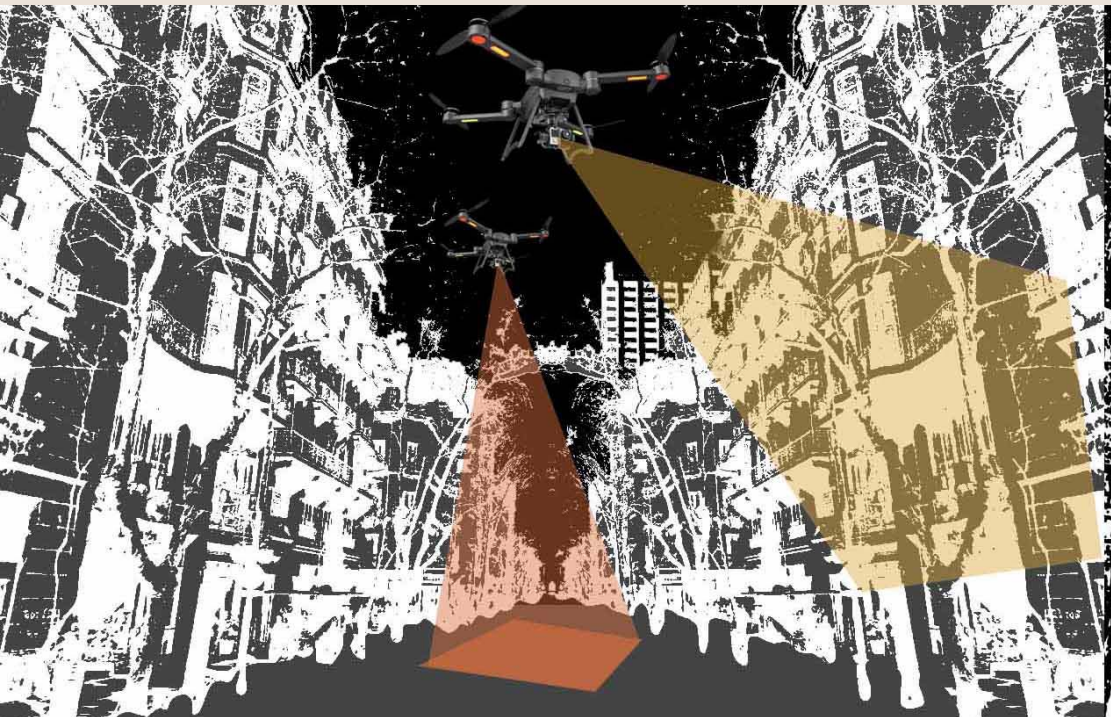
for the smart city

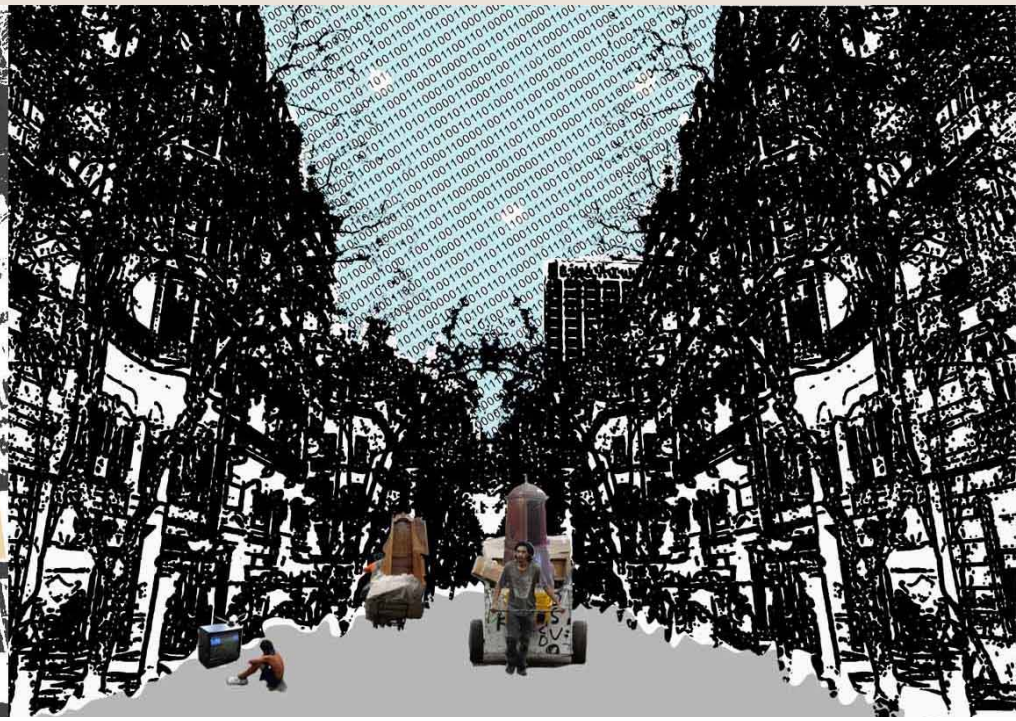
“smart city speed bumps”

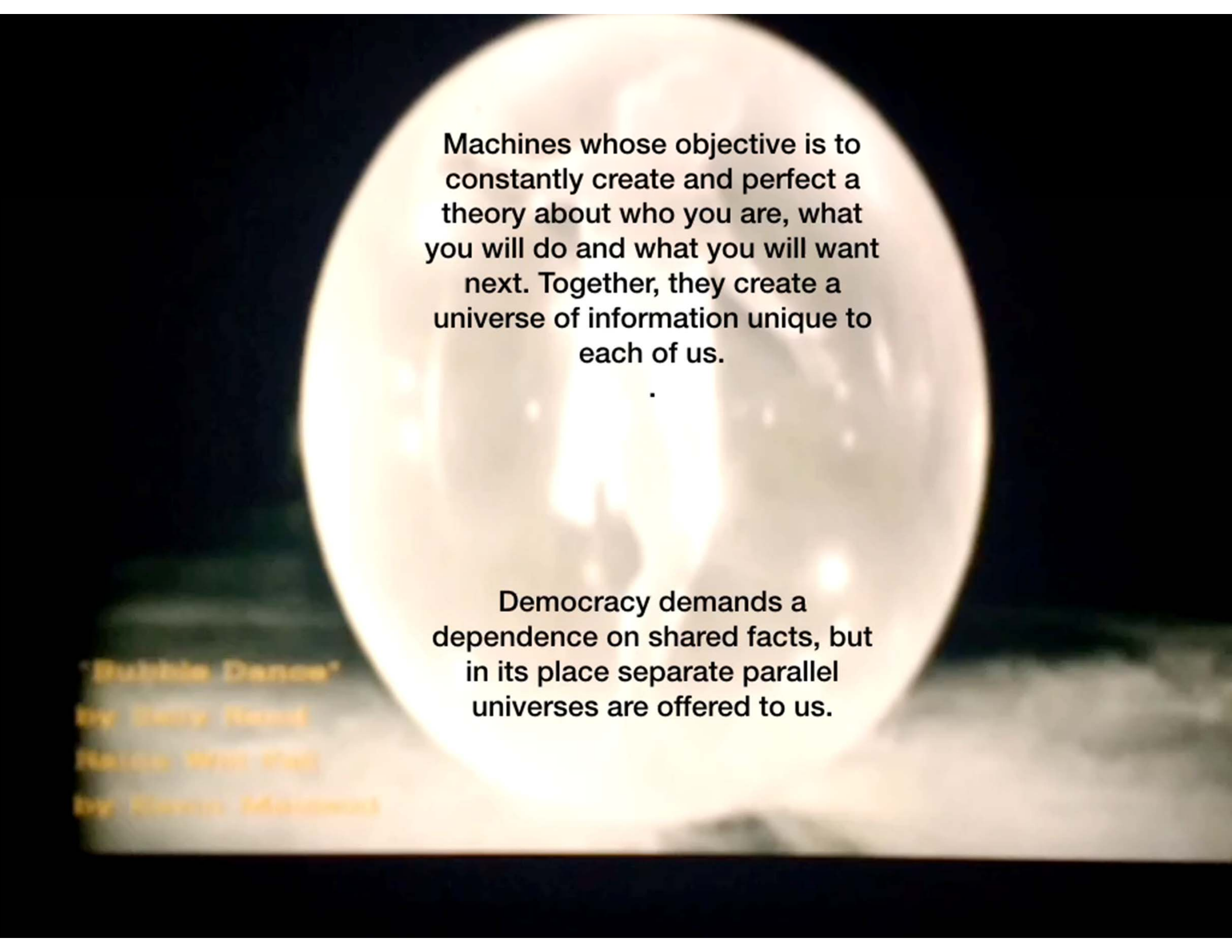
The Algorithm that Ate the Street **examines the effect that social media bubbles and weaponized data have on urban streets. The workshop will examine how urban designers can make better use of the street and digital creatives to protect communities from the toxic aspects of social media.**

La Matanza
Buenos Aires Province








Machines whose objective is to constantly create and perfect a theory about who you are, what you will do and what you will want next. Together, they create a universe of information unique to each of us.
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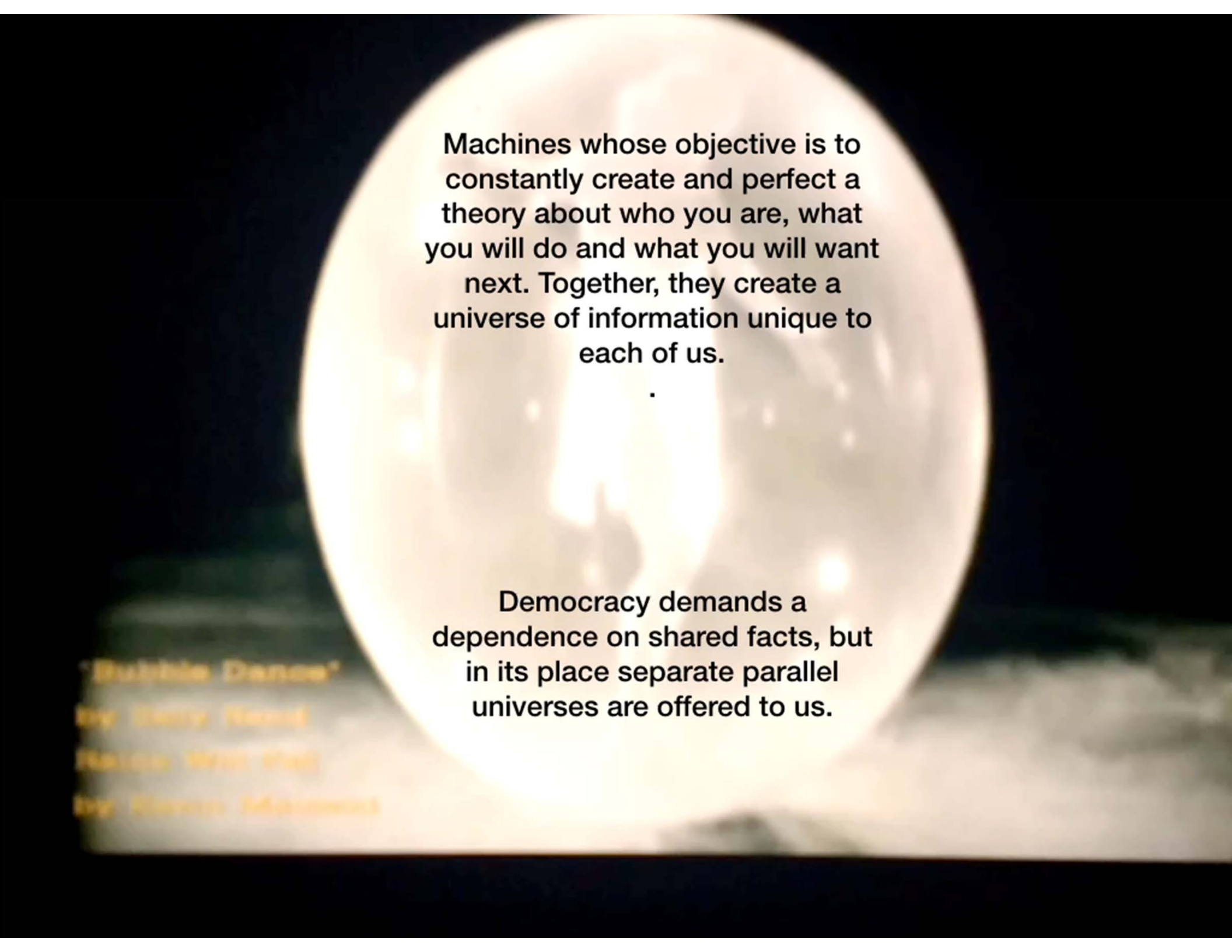
Democracy demands a dependence on shared facts, but in its place separate parallel universes are offered to us.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Las redes sociales están acabando con la empatía
Social networks are ending empathy
Todos tenemos un trol dentro
We all have a troll inside.
Ahora todos somos animales de laboratorio
Now we are all laboratory animals

unresponsive, he used the platform's reporting tool. He, too, found that nothing happened.

"There needs to be some kind of engagement with countries like Sri Lanka by big companies who look at us only as markets," he said. "We're a society, we're not just a market."

La Emoción del Tribalismo

The Thrill of Tribalism

Facebook's most consequential impact may be in amplifying the universal tendency toward tribalism. Posts dividing the world into "us" and "them" rise naturally, tapping into users' desire to belong.

Its gamelike interface rewards engagement, delivering a dopamine boost when users accrue likes and responses, training users to indulge behaviors that win affirmation.

Algoritmo privilegia negatividad

And because its algorithm unintentionally privileges negativity, the greatest rush comes by attacking outsiders: The other sports team. The other political party.

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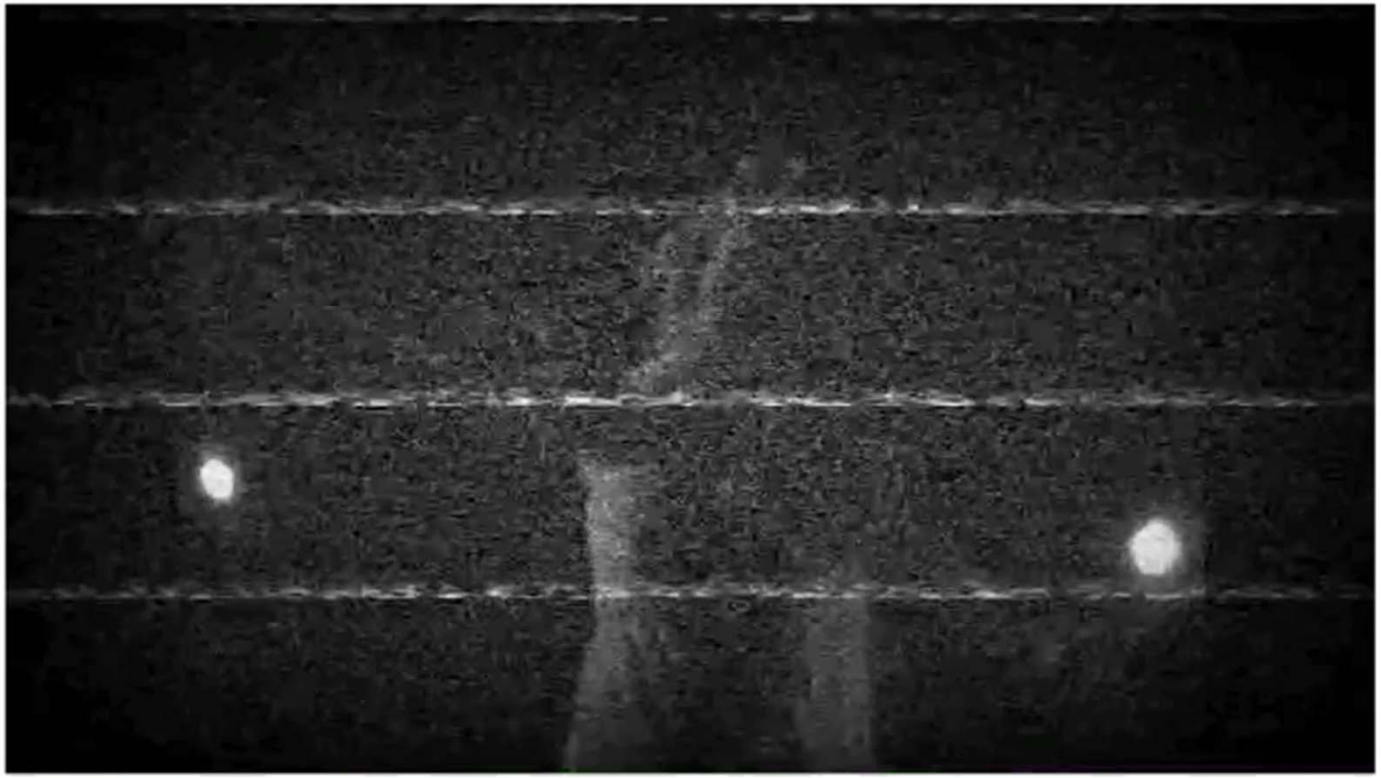


“The artist is always engaged in writing a detailed history of the future because he is the only person aware of the nature of the present.”

"El artista siempre se dedica a escribir sobre la historia detallada del futuro porque el artista es la única persona consciente de la naturaleza del presente".

Radar v Critical Thinking?

Two Radar Tools

Tricksters

Barrels

'Pure pleasure from first to last'
MICHAEL CHABON

TRICKSTER MAKES THIS WORLD

HOW DISRUPTIVE IMAGINATION CREATES CULTURE

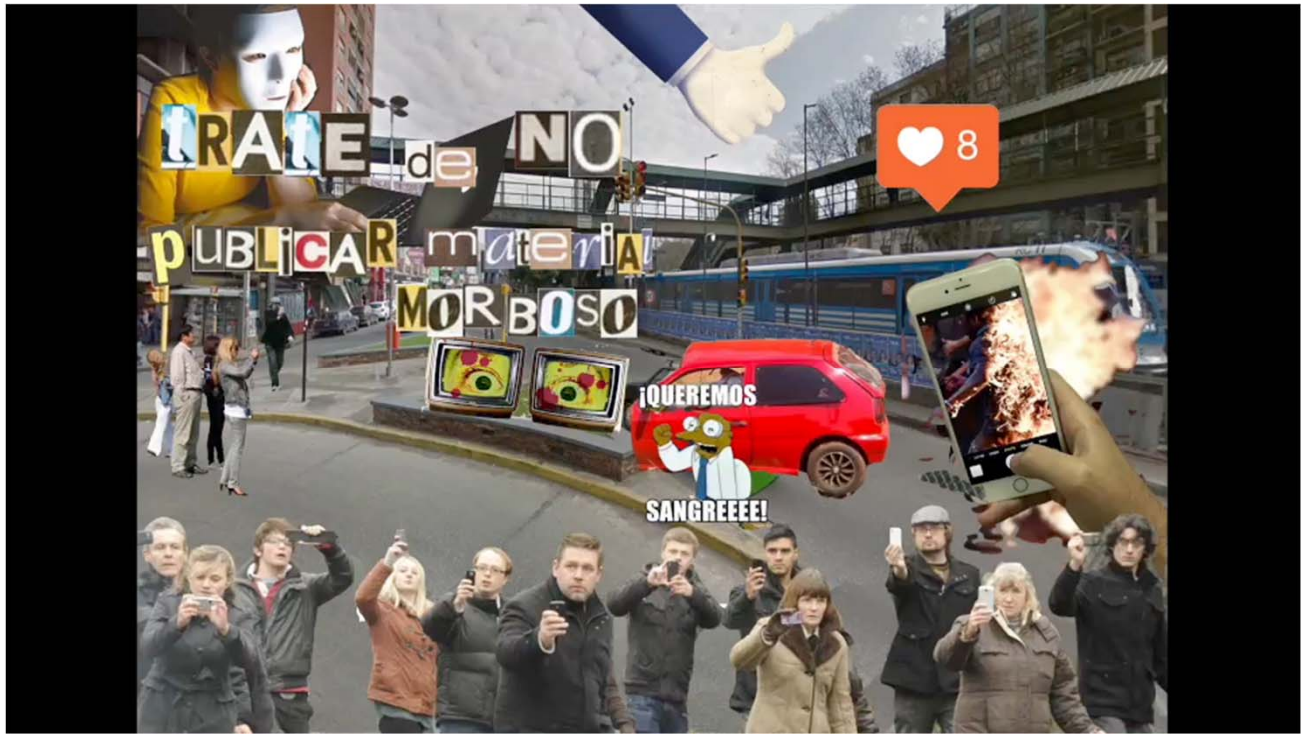
buildbetterbarrel

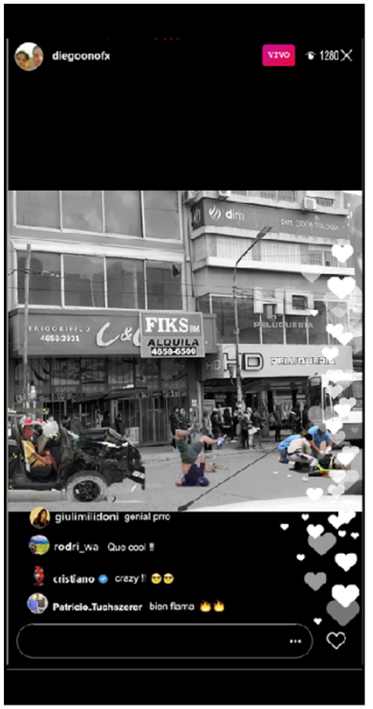
nine events in new media

Edgar Alan Poe wrote a story about a whirlpool. He called it “A Descent into the Maelstrom.” It was about a sailor in a small boat that was sucked into a gigantic whirlpool. With all hope lost the sailor watched the currents, the vortex. He saw that some objects didn’t fall, but were whirled up to the level of the sea. By studying the whirlpool, and by cooperating with it, the sailor makes good his escape. But he didn’t do alone; he did it with the help of a barrel. The sailor tied himself to the barrel, and then he threw himself into the Maelstrom. And around, and around they went, but in time the barrel and the sailor rose to the surface. He was saved.

El Algoritmo que se comió la calle

The Algorithm that ate the street





Arcangioli_Casiriain_Mongelluzzo_Sovano

Arcangioli_Casiriain_Mongelluzzo_Sovano

EMPANA IPHONE
Iphone?
El ultimo?
LO QUIERO!!!
?

wifi free
Laferrere

1UP
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HIGH SCORE
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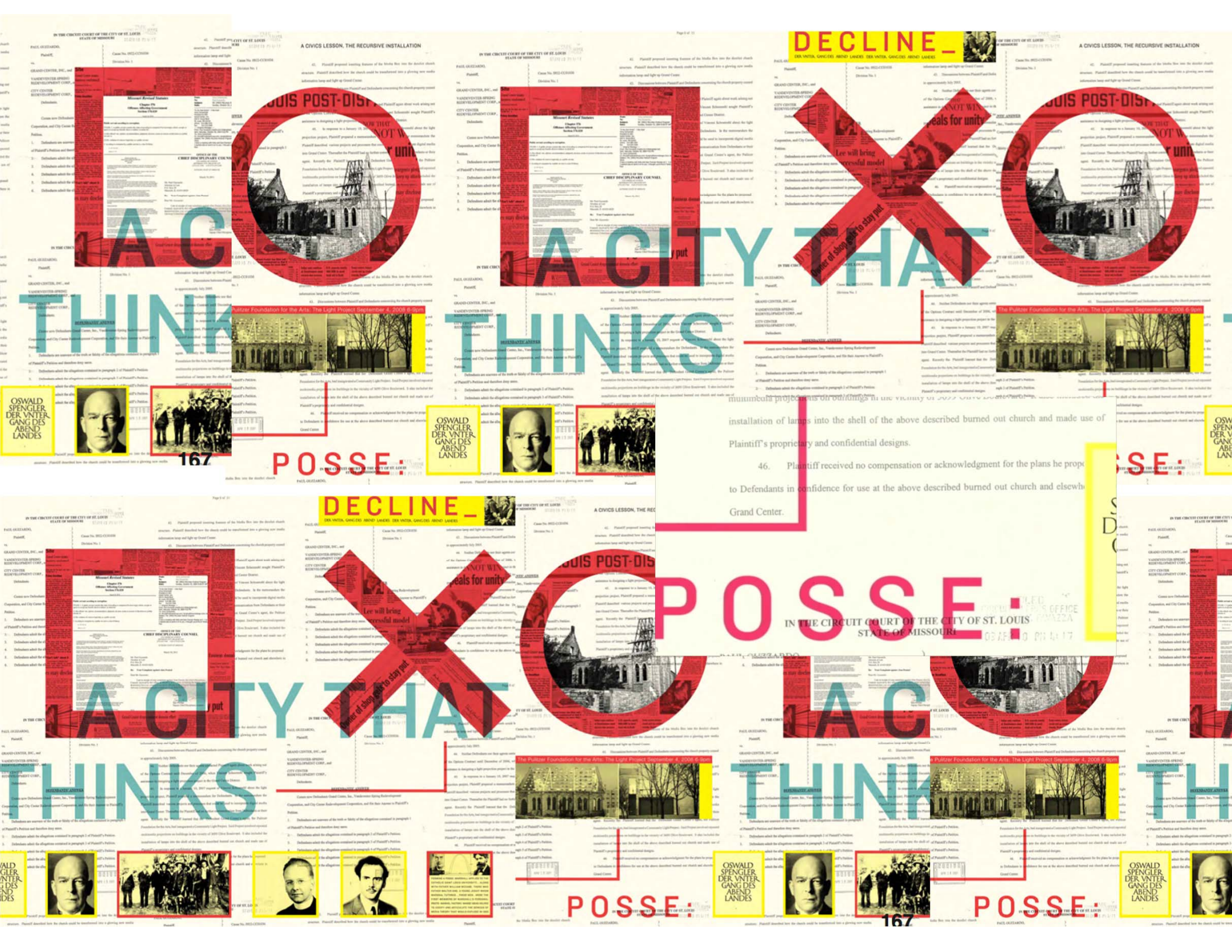
COMEDIA DEL ARTE
HACKER
VIRUS
JUEGO ONLINE
HACKER
VIRUS

Postscripts


A CITY THAT THINKS
POSSE:
DECLINE_
A CIVICS LESSON, THE RECURSIVE INSTALLATION
OSWALD SPENGLER DER VNTER GANG DES ABEND LANDES
Lee will bring successful model
Owner of shop gets to stay put
installation of lamps into the shell of the above described burned out church and made use of
Plaintiff's proprietary and confidential designs.
46. Plaintiff received no compensation or acknowledgment for the plans he prop
to Defendants in confidence for use at the above described burned out church and elsewh
Grand Center.
IN THE CIRCUIT COURT OF THE CITY OF ST. LOUIS
STATE OF MISSOURI
167

A Shadow in the Cloud

A Shadow in the Cloud
Proposed Workshop
Summer 2017
Paul Guzzardo

The Overview: The worship is situated in the communications discipline of Media Ecology. It proposes a media ecologic
design brief. This is an alternativ
street platforms-stages. The stru
The assemblages will be inserted
Communication segment in Aber
platforms, mapping stations that
we move about.

The Workshop Structure:
Lectures on media ecology as an
Identifying project sites for street
Generating strategies for the site
Developing architectural designs,
given that this "workshop module

The Lectures:
Ecology Lecture: Link traditional
a reference and a legibility. They
Reference will be made to a 200
explored "the equivalence" betwe
Law Lecture: The Public Trust D
'in trust' for present and future ge
the government is not doing enou
Plymouth Plan. Like man-made c
impact on the public realm. To he
excerpts from law review articles.
Street Wiki Lecture: The term "str
publications titles offer a praxis re
Dumpster_ and Don't Even Think
Ways to Smear the Street with O
Code—A Septic turn in Space of

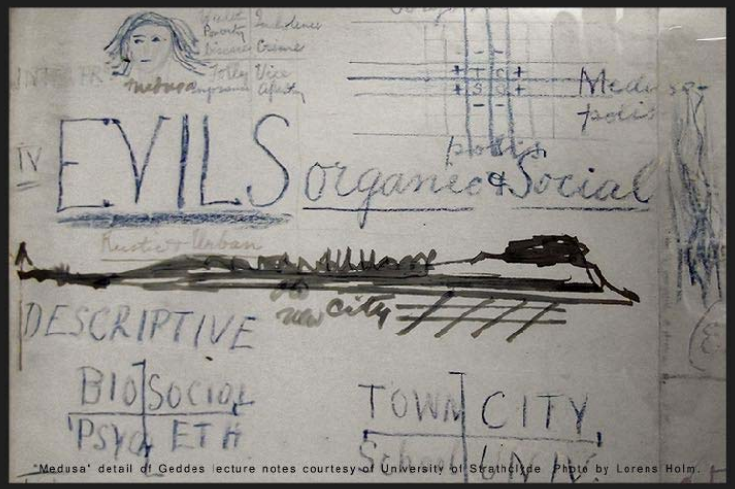
The Project Site, The Design O
Plymouth was gravely wounded b
Abercrombie came up with a plar
and a troll's p.o.v.) are vastly diffe
to start the design process (their
suggests an alphabet of forms th
begin to hatch-out these street pr
and easier as a design springboa
Student's will also be referred to
More particulars:

- reference archival im
- identify the current sit
- insert design prototyp
- equip those stages (g

Finally why Piranesi? The times
Plymouth's wounded past is inter

PAUL GUZZARDO 24.NOV.2015

FELLOW AT GEDDES INSTITUTE FOR URBAN RESEARCH
UNIVERSITY OF DUNDEE



"Medusa" detail of Geddes lecture notes courtesy of University of Strathclyde. Photo by Lorens Holm.

lecture 5.00-6.00pm

A SEPTIC TURN IN THE SPACE OF APPEARANCE

Room 2.13. 2nd Floor, Evolution House. 78 West Port, Edinburgh, EH1 2LE

THE UNIVERSITY of EDINBURGH
Edinburgh College of Art

prokalō

PAUL GUZZARDO EN LA FADU

"Un mundo feliz LITE, el resumen"
cartografía, proyectos y hackeos.
El proyecto establece una conexió
entre paisajes urbanos y paisajes d
datos. El final del juego es un proto
de diseño urbano.
Un protocolo es una receta.

VIERNES 2 DE SEPTIEMBR
19.00 HS.

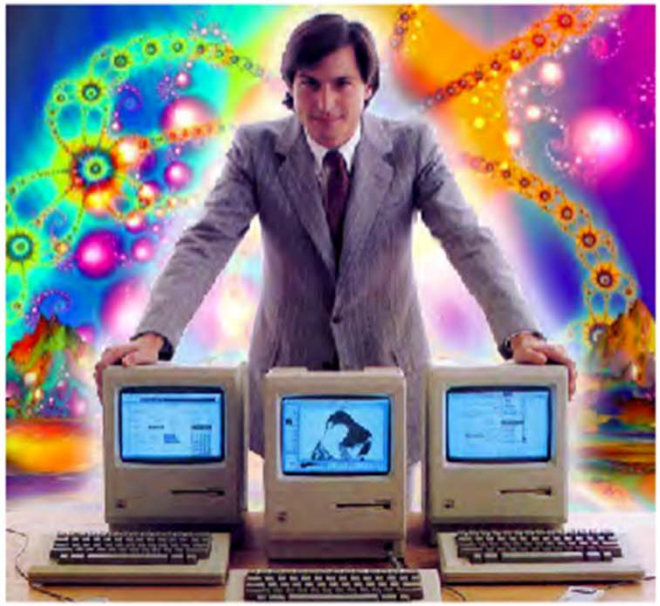
TALLER 123 (ENTREPISO), FADU.

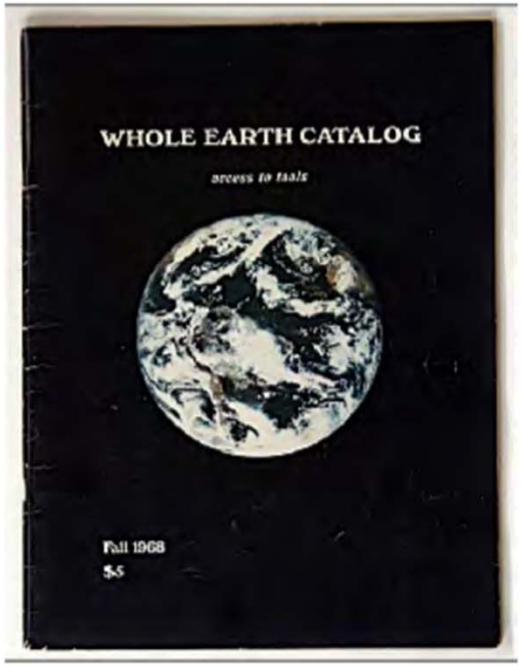
ME CATEDR GROISMA

BraveNewWorld 'lite': The Brief

Paul Guzzardo

Counter Culture Legacy





Steve Jobs

Steward Brand

Burning Man

Media Commons Promotional Text

Branding

Branding

The new age of digital technology offers pathways and **platforms that enable us to connect with each other and our environment in ways we never dreamed of possible. The Commons will take the experience of community to new heights drawing us together** and encouraging us to share our thoughts and experiences.

The strength of a community lies in a sense of belonging. We gather in public spaces to relax share music and art, exchange ideas and reinforce our communal ties. **Those spaces define us as a community.** A media commons bringing our community together through the power of public media.