

The Point of Technology
exploring the deification of convergent media

Sand¹⁴

Proposal for Proboscis: Private Reveries, Public Spaces

In order to explore convergent media we must first break down our understanding of technology, layer by layer.

technology

the material expression of culture¹

a socially determined process²

Technology

a socially determined process²

deification

***to make sacred, immutable and greater
than the sum of its parts***

encourages ritual and inhibits creativity

ritual at all

encourages ritual and inhibits creativity

deification of technology

to elevate technology to a position of reverence, awe and respect

technology that is placed in a position of autonomous authority

promotes the conspicuous consumption of technology

the development of technology for the sake of technological development

allows society the possibility of transferring responsibility onto technology

an impediment to technological development, potentially precipitating cultural stagnation

deification of technology

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definition of technology

promotes the conspicuous consumption of technology

the development of technology for the sake of technological development

allows society the possibility of transferring responsibility onto technology

an impediment to technological development, potentially precipitating cultural stagnation

domination of technology

the development of technology for the sake of technological development

allows society the possibility of transferring responsibility onto technology

an impediment to technological development, potentially precipitating cultural stagnation

de... io... f + echnology

***gives society the opportunity to transfer
responsibility onto technology***

***an impediment to technological
development, potentially precipitating
cultural stagnation***

at the

10..

of the world,

***an impediment to technological
development, potentially precipitating
cultural stagnation***

There appears to be a tendency to state that technology is instrumental in driving social change. Whilst technology does impact upon society we should not forget that technology is itself an artefact of society.

expression of the deification of technology

***the social impact of technologies
on society****

*the impact of society on
technology*

*technologies are changing social
interrelations in public spaces **

*social interrelations in public
spaces change technology*

*devices we use both fuel and
assuage our fears and desires of
being responsible citizens **

*individuals manage technology
to assuage their sense of
responsibility*

*technology changes our concept
of sociability **

*changes in sociability impact
technology*

**** quote taken from Proboscis: Private Reveries, Public Spaces brief***

expression of the 'sacralization' of technology

*the impact of society on
technology*

***technologies are changing social
interrelations in public spaces****

*social interrelations in public
spaces change technology*

*devices we use both fuel and
assuage our fears and desires of
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expression of the specification of technology

*the impact of society on
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expression of the specific nature of technology

*the impact of society on
technology*

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spaces change technology*

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to assuage their sense of
responsibility*

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of sociability***

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of technology

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technology*

xpression

of techno ogy

***individuals manage technology
to assuage their sense of
responsibility***

***changes in sociability impact
technology***

pre

on

of t h n o ogy

***changes in sociability impact
technology***

convergent media

***may itself be an expression of the
deification of technology***

*the linear fusion of existing technology,
potentially leading to similarly bounded
future technology*

*a process of joining more established
media and deifying them*

*appears to exist for its own sake, without
any obvious application*

convergent media

***the linear fusion of existing technology,
potentially leading to similarly bounded
future technology***

*a process of joining more established
media and deifying them*

*appears to exist for its own sake, without
any obvious application*

convergence it media

***a process of joining more established
media and deifying them***

***appears to exist for its own sake, without
any obvious application***

n ***ing*** ***it*** ***ec*** ***ia***

***appears to exist for its own sake, without
any obvious application***

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objective

Our objective is to negotiate a new perspective of convergent media by exploring how people actually perceive and interact with the technology.

To begin we will create a challenging physical and virtual work entitled 'The Point of Technology'. Members of society, including those actively engaged with technology such as industrial designers, consumers, academics and artists, will then be invited to directly respond to the work. Their reactions will be recorded and the results compiled into an audio-visual presentation. This will constitute a continuing focus for public debate which we hope will facilitate new understandings of the relationship between people and the technology they use.

Point of Technology

merging private and public

By manifesting a variety of issues within 'The Point of Technology' we hope to increase the visibility of technological deification. The project seeks to mediate the private, unspoken, deification of technology within a public arena. We hope that the visual aspect of 'The Point of Technology' will merge private and public forms of communication; private responses from across society will be articulated within a public presentation.

the point of technology

the technology

The value of technology is not simply inherent in its physical form, but is also determined by society itself.

Technology is the material expression of culture, yet society often seems to deify particular technologies, especially 'modern technology' and 'digital technology'. For this reason, the project is not just concerned with the minutiae of a particular expression of technology such as convergent media. Rather, the elements of convergent media will be seen against a broader background of the interaction between society and technology.

In order to consider convergent media in context it will be necessary to acknowledge the deification of 'modern technology' in its entirety. 'The Point of Technology' will utilise any form of appropriate technology, including convergent media, to manifest concepts and ideas.

the point of technology

into the future

We hope that 'The Point of Technology' will continue to act as a public point of technological debate into the future.

As private reactions are assimilated and recombined in public expression, the project may ultimately evolve a voice of its own.

notes

- 1** See Lemonnier, P. 1992. Elements for an anthropology of technology. Anthropological Papers (No. 88), Museum of Anthropology, University of Michigan: Ann Arbor.
- 2** See Balabanian, N. 2000. Controlling technology: should we rely on the marketplace. IEEE Technology and Society Magazine 19(2), 23-30.

Sand¹⁴ is an independent arts, research and consultancy endeavour. It draws upon backgrounds that range from future technology development to prehistoric archaeology, exploring the nature of space and social experience in the past, present and future. Sand¹⁴ can be contacted via contact@sand14.com