

Proboscis: Private Reveries, Public Spaces

The Point of Technology

exploring the deification of convergent media

Sand¹⁴

abstract

Technology is the material expression of culture.¹

To deify technology is to elevate technology to a position of reverence, awe and respect.

The Point of Technology seeks to expose the possible sanctification of convergent media by situating it as a technology within a broader, social perspective.

The Point of Technology will explore how deification may impact upon both our experience of convergent media and its future development.

objective

Our objective is to create a challenging physical and virtual public work entitled 'The Point of Technology'.

Using this work as our premise, we will invite private comment and critique from members of the public, academia and industry. By opening a dialogue between these often-disparate worlds, we hope to expose broader issues concerning the ways in which people engage with convergent media.

These interviews will be recorded and the results compiled into an audio-visual presentation. This will constitute a continuing forum for public debate which we hope will facilitate new understandings of the relationship between people and technology.

beyond convergence

Technology is the material expression of culture.¹

The term 'convergent media' may itself be an expression of the deification of technology.

'Convergent media' describes the linear fusion of existing technology. Future technology, therefore, may be constrained by linear boundaries created by our own deification. This project aims to consider the development of convergent media as a social, non-linear process, possibly expanding the potential of what convergent media may be.

the relationship of public and private spaces

Technology is the material expression of culture.¹

By manifesting a variety of issues within the 'The Point of Technology' we hope to increase the visibility of technological deification. The project will record and incorporate private responses from across society and then present these responses in a public forum.

critiquing the technologies of convergence

Technology is the material expression of culture.¹

Technological value is determined by society and is not inherent in the physical form of the technology.

This project is ultimately concerned with the broad interaction between society and technology. It is not concerned with the minutiae of a particular technology; an approach which might itself perpetuate deification. The Point of Technology is concerned with the deification of modern technology in its entirety.

relating society and community

Technology is the material expression of culture.¹

Technology is a socially determined process.²

The project will directly address the relationship between technology and the often-disparate communities of industry, academia and the public. The project will relate these groups through an audio-visual presentation, which itself could become the subject of discussion by these groups.

the audience

Technology is the material expression of culture.¹

The project does not aim to consider the deification of technology within any particular group, but rather across society as a whole.

issues

'The social impact of technologies on society'* is a possible expression of the deification of technology.

'Technologies are changing social interrelations with public spaces'* is a possible expression of the deification of technology.

'Devices we use both fuel and assuage our fears and desires of being responsible citizens'* is a possible expression of the deification of technology.

'Technology changes our concept of sociability'* is a possible expression of the deification of technology.

The impact of technology on society is often discussed whilst neglecting the fact that technology is itself a social creation. This project will use these issues to explore the extent to which society's impact on technology is underestimated.

** quoted from Proboscis: Private Reveries, Public Spaces brief*

'The relationship between the physical and virtual in public spaces'*

The project will create both a physical and virtual Point of Technology, and will establish a dialogue with society across these spaces.

'The issue of false utopias/fantasies created by technological futurology'*

The Point of Technology will present a challenge to utopian fantasies inherent in the deification of technology. The project will attempt to expose the limitations of deified convergent media.

materials to be submitted

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.

These technologies may include: PDF documentation, audio CD, CDROM, web media and printed material.

** quoted from Proboscis: Private Reveries, Public Spaces brief*

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.

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