



Proposal: Inflatable Performance Installations

Artist: Hideous Beast

Title: *Relatively Inflated I*

About Hideous Beast:

Hideous Beast is a collaborative effort between two artists, Josh Ippel and Charles Roderick. Since 2004 they have worked organizing structured participatory events, publishing how-to manuals and most recently creating interactive sculptures and installations that examine survival culture.

Currently Hideous Beast operate out of Chicago, IL. Primarily working with non-commercial art spaces, Hideous Beast has exhibited their work with a variety artist-run spaces, galleries, museums and festivals nationally and internationally.

Documentation of our work can be found at <http://hideousbeast.com>

Contact: info@hideousbeast.com

Project Description:

An inflated balloon with a wireless video camera attached will be elevated fifty feet above the corner of W. Beach Ave and N. Wood St, directly in front of the Beachwood Inn. Participants will be invited to navigate on the sidewalk fifty feet east with the assistance of a guide for safety. Participants will be holding the string attached to the balloon and wearing video glasses receiving a live video feed from the wireless camera suspended fifty feet above them; essentially navigating while only seeing themselves from above.

Rationale:

Digital navigation, via handheld devices has become ubiquitous, and with the presentation of their most current augmented reality, [Google's Google Glasses](#) may have us that much more entrenched. The collapse of our lived and data driven existence is occurring so quickly that our ability to distinguish between *needs* and *desires* for such technology has become extremely confused. Navigating space can be understood through various lenses: physical, emotional, political, social, etc. Through such navigational tools as Google Maps, our heavily mediated relationship to reality and public space represents the user as a pulsing blue dot hovering over a digitized aerial map. We are interested in how this instills the individual with an *inflated* sense of self, perpetuating a confusing and often misguided message: do consumer desires or corporate agendas drive technological innovation. This performance will act as a real-time, embodied version of the Google Maps interface. It is an attempt to confound the interface many people have come to rely on for navigation, and to provoke questions about technology's insistence on tracking the individual in every aspect of social and spatial experience. Having access and using assisted digital navigation may produce a sense of liberation, but if we ask more broadly how this technology operates, we might also be able to ask more deeply why we use it as well as answer how it affects us.

