# locustprojects

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## NEW DIGITAL WORK BY JOELLE DIETRICK AND OWEN MUNDY EXPLORES SURVEILLANCE CAPITALISM



Photo courtesy of Sneakaway Studio.

[Miami, FL] Locust Projects presents *Tally Saves the Internet*, a new participatory digital and electronic work and large-scale, multi-channel video installation by North Carolina-based artists Joelle Dietrick and Owen Mundy. The work explores Surveillance Capitalism—the recording and monetizing of a user's online interest and activity—through *Tally*, a web-based game.

*Tally* is a browser extension that transforms data advertisers collect into a multiplayer game. Once installed using a chrome extension, a friendly pink blob named Tally lives in the corner of your screen; as the "player" browses the web, Tally senses trackers installed on each webpage and warns you when companies are translating your online activity into free behavioral data. When Tally encounters "product monsters" (online trackers and their corresponding product marketing categories) you can capture them in a turn-based battle (e.g. "Pokémon style") transforming the game into a progressive tracker blocker, preventing the player's real-life data from being collected and earning the right to your privacy through this playful experience.
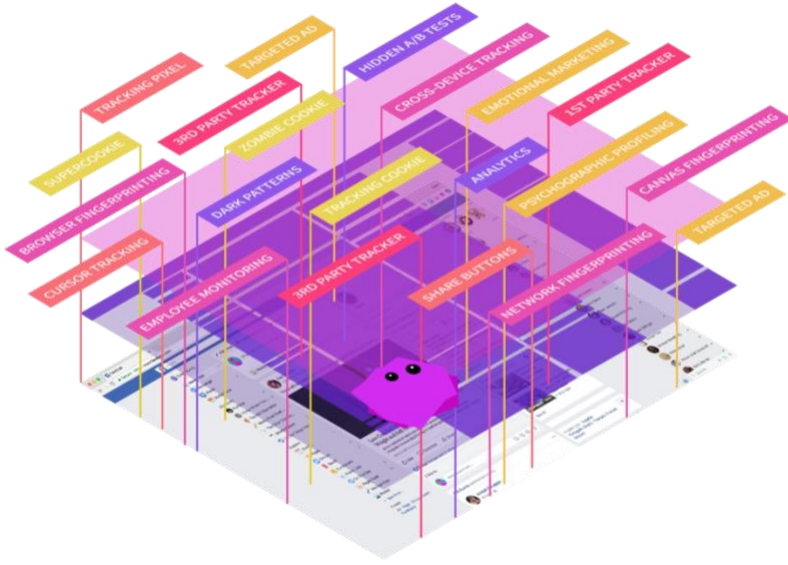
Photo courtesy of Sneakaway Studio.

The installation at Locust Projects transports the viewer into the world of the game using multi-channel video projections. Surrounded by the candy-coated-colors utilized by the world of *Tally*, viewers will experience all aspects of the gameplay through artist-recorded run-throughs projected and suspended within the space. Visitors will have the opportunity to download the game for themselves and be empowered to take control of their online privacy and virtual identity.

The work reflects on and makes more literally apparent the fact that in today's age of information, it is practically impossible to escape being tracked and having your data collected. Players may choose how they want to "win" the game- whether by listening to Tally's alerts and attempting to change their browsing activities to avoid being watched and analyzed, or by actively engaging in and challenging these systems by battling the product monsters directly.

As a functional tracker blocker, Tally provides a utility that we all desperately need, to be free of algorithmic surveillance and control. The game invites thoughtful dialogue about the current state of data tracking, empowering players to protect their data and consider more ethical systems going forward.

**RELATED PROGRAMS:**
**NCSU Immersive Scholar Symposium: Data, Surveillance, and Privacy**
**Friday, October 2, 1-3pm**
**Register via Zoom: https://ncsu.zoom.us/webinar/register/WN_JaZS62KWQ6u96wX-T2EOaA**


The NC State University Libraries, with generous support from the Andrew W. Mellon Foundation, will host a virtual mini-symposium about surveillance architecture, the attention economy, and data privacy in online spaces. The symposium will be the conclusion of a creative residency with Sneakaway Studio's Joelle Dietrick and Owen Mundy, where they adapted their browser-based game Tally Saves the Internet into an experiential work for display in D.H. Hill Jr. Library's newly launched Visualization Studio.

The symposium will feature a panel discussion with artists Joelle Dietrick and Owen Mundy together with Nick Merrill, Director of Daylight Security Research LAB at UC Berkeley; and Lauren Klein, Associate Professor in the Departments of English and Quantitative Theory and Methods at Emory University, director of the

Digital Humanities Lab, and co-author of Data Feminism. Following the panel will be an unveiling of *Tally* with live gameplay and commentary from the artists and the libraries support team.

**This exhibition is made possible, in part, with support from NCSU Library's Immersive Scholar program; UC Berkeley's Center for Long-Term Cybersecurity; Resilient Networks to Support Inclusive Digital Humanities / Andrew W. Mellon Foundation Digital Studies at Davidson College; Jay Hurt Hub for Innovation and Entrepreneurship at Davidson College; Art Center Nabi; Fulbright Scholar Program; and Deutscher Akademischer Austauschdienst (DAAD).**

## PRODUCTION CREDITS:

PROJECT LEADS: Joelle Dietrick and Owen Mundy; DEVELOPMENT: Tucker Craig, Brady Logan, Owen Mundy, Ryan Strauss, Zhiqian Wang, Ted Yoo, Jason Zheng; DESIGN: Tucker Craig, Joelle Dietrick, Miguel Donado, Brady Logan, Owen Mundy, Ted Yoo; ILLUSTRATION: Mike Bauman, Jake Carver, Rebecca Cobo, Lauren Crane, Joelle Dietrick, Miguel Donado, Katie Im, Owen Keefer, Gretta Louw, Jared McElveen, Owen Mundy, Tony Nguyen, Adelle Patten, Chloe Pitkoff; MARKETING: Bayne Brannen, Camden Bertucci, Joelle Dietrick, Katie Im, Gretta Louw, Sarah Suttner, Claire Thompson; WRITING: Nick Boyd, Lauren Crane, Joelle Dietrick, Gretta Louw, Sarah Suttner; PROJECT MANAGEMENT: Nick Boyd, Joelle Dietrick, Katie Im, Claire Thompson; SOUND & VIDEO: Bayne Brannen, Jake Carver, Joelle Dietrick, Richard Farrell, Siân Lewis, Drew Keefer, Owen Keefer, Owen Mundy, Ryan Strauss; TESTING & GAME DESIGN: Mike Bauman, Camden Bertucci, Rebecca Cobo, Joelle Dietrick, Owen Keefer, Daniel Lammens, Owen Mundy; EARLY PROTOYPES: Conner Hill, Bree VanOss, Owen Mundy



Image: Drawing of Joelle Dietrick, Sophia Mundy and Owen Mundy by Rafaella Wang (drawing based on Google searches). 2014. Pencil on paper. 8.5 x 11 in. Drawn for the 2014 IDFA DocLab Conference.

## ABOUT THE ARTISTS

Joelle Dietrick (b. 1973, Pennsylvania, USA) and Owen Mundy (b. 1975, Indiana, USA) are a North Carolina–based collaborative art team. Their joint collaborations have been shown at Transitio_MX in Mexico City, TINA B Festival in Prague and Venice, Temporary Home in Kassel during Documenta (13), Flashpoint Gallery in Washington DC, Cal State Fresno, and the Orlando Museum of Art. They have also completed public art commissions at the Coleman Center for the Arts and the University of Florida's College of Journalism and Communication.

## Joelle Dietrick

Joelle Dietrick's artworks have been shown at the Museum of Contemporary Art Jacksonville; Art Center College of Design in Pasadena, California; Museum of Contemporary Art (MCA) Chicago; MCA San Diego; Long March Space Beijing; ARC Gallery Chicago; Soho20 New York; and as permanent public artworks at the University of North Texas and the City of Tallahassee, Florida. She is a MacDowell Colony fellow and has attended residencies at the Künstlerhaus Salzburg, Anderson Ranch, and the Banff Center. With past funding from the University of California, Florida State

University, the Deutscher Akademischer Austausch Dienst (DAAD), the National Endowment for the Arts, and the Pollock-Krasner Foundation, her current research about transnationalism through the lens of seaports is supported by a 3-country Fulbright to Germany, Chile, and Hong Kong. http://joelledietrick.com/

**Owen Mundy**
Owen Mundy's work is best known for his online interventions that have been reviewed by over 300 international news media outlets including the New York Times, National Public Radio, and Wired UK. Recent exhibitions of his work include solo and group exhibitions in Los Angeles, New York, London, Berlin, and Rotterdam. His work is in many books about internet art, including *Art and the Internet* (2014) and *Thinking Through Digital Media: Transnational Environments and Locative Places* (2015). With past support from the University of California, Florida State University, the Deutscher Akademischer Austausch Dienst (DAAD) and the Fulbright Commission, his current research focuses on visualization of data sets—like smells, margins of error, and emotions—that are challenging to define. http://owenmundy.com/

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**ABOUT LOCUST PROJECTS**
Founded by artists for artists in 1998, Locust Projects is Miami's longest running nonprofit alternative art space. We produce, present, and nurture ambitious and experimental new art and the exchange of ideas through commissioned exhibitions and projects, artist residencies, summer art intensives for teens, and public programs on contemporary art and curatorial practice. As a leading incubator of new art and ideas, Locust Projects emphasizes boundary-pushing creative endeavors, risk-taking and experimentation by local, national and international artists. We invest in South Florida's arts community by providing artists with project grants and empower creative careers by supporting the administrative work of being an artist through an onsite artist resource hub and access to pro bono legal services.

**ART HAPPENS HERE.**