Acclair

By Luther Thie and Eyal Fried

ARTIST STATEMENT:

Acclair is an ongoing research project, living in a domain that incorporates critical design, neuroscience, financial modulation as well as contemporary geo-political analysis. Following the conceptual approach dubbed

"Social Fiction", the authors implement state-of-the-art research in science, technology and economics with fictional-yet-feasible scenarios to create a hyper-realistic, tangible experience.

The purpose of creating such a realistic experience is to prompt a discussion around cultural values and to allow for a meaningful scrutiny of new social behaviors, novel products and business models, all under field conditions.

Acclair is integrating methodologies in neuroscience (namely cognitive neurobiology, EEG applications, visual perception and behavioral analysis), models in economics (consumeristic behavioral analysis, credit doctrines, online branding) and current biometric technologies. The authors currently collaborate with neuroscientists, architects, designers and financial experts on developing different components of the project.

The Acclair concept is communicated in dual form:
Acclair (the company) is branded as an existing entity providing neuro-service to security agencies, corporate entities and individual clients. It features strong online presence, offices in London, detailed registration process, legal documentation, and a unique smart card.

Acclair is also a full-mode, experiential installation consisting of a simulated EEG-based brain test performed in an Acclair airport space. This experience features a real-time profiling system utilizing an image database that houses "Mind Footage" viewed in a headset worn by the "client" or a "testing room" where an alternate brain-scanning system is simulated that does not require an attached headset. The Acclair brain-scanning experience/installation is accompanied by video scenarios and promotional materials. Dimensions of installation vary depending on context and exhibition space.

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BIOGRAPHY:

Luther Thie is an interdisciplinary artist who seeks to spark debate by challenging viewers to assess their own biases and assumptions of appropriate uses of technology by experiencing the work's ambiguities. Recently this work incorporates information technologies (real-time databases, biometrics, surveillance, interactive) to explore questions regarding privacy and security and how authenticity is threatened through technological mediation. His work's diverse forms include a biometrics corporation, Acclair, that provides brain testing for security clearance and neuromarketing, and a real-time data-driven water fountain activated by highway accident information (LA Interchange). In 2006, he received the Emerging Artist juried grand prize at the ISEA 2006 ZeroOne Festival. He has an MA from the Interaction Design Institute Ivrea, an MFA from San Francisco State and a BFA from UCLA. Portfolio: lutherthie.com

Eyal Fried is an Interaction Designer and Social Researcher. Currently he is with the Interaction Design Lab (www.interactiondesign-lab.com), Milano, Italy, and teaching at the Nueva Accademia di Belle Arti (NABA) in Milano. He is also a research fellow in Shenkar College of Engineering and Design, Ramat-Gan, Israel. Eyal's interests as expressed in his research and art work hover over the exploration and design for "micro-situations" in everyday life, the design of innovative biometric applications, neuro-technologies in particular.

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