QUESTIONS

1. **How did you first begin using Google services in your work?**
2. **How did you create your work?**
3. **What response did you receive from the public?**
4. **What plans do you have for your work in the future?**

Paolo Cirio

Italian media artist Paolo Cirio examines the potential and limitations of contemporary management systems of information through drawings, acting, video art, and installation art. His favorite subjects include privacy issues, finance, copyright, and democracy. His 2012 work *Street Ghost* was created by printing life-size figures taken from Google Street View and installing them on the actual, physical locations in the screenshots, which include streets of London, Berlin, and New York. People in the pictures are automatically blurred by Google and they look like ghosts. He sees the figures as victims of an information war being fought against algorithms.

Homepage paolocirio.net

ANSWER

1. The data provided by Internet giants is abundant and even immortal, so it serves as a versatile material for artists. It might be considered a new form of freedom of speech to freely utilize and display these data.

2. I leaf through Google Street View images for places with walls where I can attach posters and stay as long as possible, and then look for people who are the most recognizable in Google Street View. With maps, pictures, and adhesives for wallpaper, I go to the place to work the whole night, and when the day breaks I take pictures. So far, I've found almost 200 candidates in three cities, but some of them are impossible to work on because the locations have changed a lot since they were captured.

3. The people in the pictures might recognize their own faces when they accidently walk by again, but so far I've had no responses. Instead, I received some enthusiastic responses from the Internet. Someone suggested doing a collaboration of displaying posters all over the world, and another one sent his own image taken from Google Street View. Perhaps this project was expanded because of the Internet, rather than street posters.

4. I have no plans for the time being because I've done enough works dealing with Google's infringement upon portrait rights and privacy. I'm currently preparing something called *Global Direct Governance*.

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Reader Manual

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Locations / Services / Network / Culture

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120 **Brand Story**
Google started out of a small garage as a search engine developed by two Stanford graduates, Larry Page and Sergey Brin. Google moved to Silicon Valley in 1999 and has progressed dramatically over the last 15 years, offering a diverse range of user-oriented services and reshaping the landscape of the IT ecosystem.
Interviews / Quotes from the Founders / The Google Family / From Noogler to Googler

150 **Outro**
Google exists everywhere; in many of the things we see and touch every day. In ways both big and small, the company pervades our lives.

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