

Alternative Cloud Research is a response to the experience of virtual travel and a search for spiritual potential in digital/virtual media.

The concept for this project came spontaneously during a trip to Brazil on Google Street View sometime last year. Having accidentally stumbled upon an unexpectedly stunning sky-scape, for a time, I became completely obsessed with gazing at clouds all over the Google Street world. A persistent engagement with this idea as well as the medium of it's creation led me to a series of projects on display today.

ACR consists of a series of printed works on canvas, which confront the spiritual/transcendent dimension of Google, an automated* web archive that continuously searches, processes, displays and archives images of clouds from Google Earth and a series of animated reels, a direct by-product of image accumulation -- in this instance a 300 frame loop at the speed of 15 frames per second.

*alternativecloudresearch.com uses a public GPS dataset to generate images from Google Street View. The archive is an opensource dataset of tagged street locations collected by the U.S. Census Bureau, Geography Division.

census.gov/geo/www/tiger

Thanks,
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Vadim