

IMNOW (I-aM-NOW) – Project Description

IMNOW is an emergent identity composed of digital footprints across major social media platforms that challenges and explores current definitions of space (public vs. private, physical vs. virtual,) and time, with regard to contemporary notions of friends and friendship; as well as investigates the use of language across different web-based social platforms, in search for differences and similarities, trying to identify the uniqueness of each platform and the correlation between the platform and its particular etiquette and language. i.e., friend vs. followers vs. fans etc.

Social networks have become an important and inseparable part of our lives. However, while we tend to classify all the different social media outlets under one category – “Social Networks”, we sometimes neglect to look at the differences in essence between each platform.

Like video in its early days, social media too becomes present in artists’ work. Yet, I find that still little is done in using the platform to challenge the concept itself. For that I felt the urge to create an artistic platform for discussion and critic. I was looking at ways to look at all the different types of social networks, trying to create a sphere that will enable a global discussion in real time. And so *IMNOW* was born.

IMNOW is an ad hoc entity and identity that has presence on Twitter, Facebook, Wordpress, YouTube, Flickr, Skype and Ustream.

The project has two major elements: One is the installation; the physical space, where visitors participate and communicate as *IMNOW*. Visitors to the space are invited to get into the role of *IMNOW* and as such create and develop *IMNOW*'s network, and influence the growing of *IMNOW*'s entity. The installation space is composed of seven human sized circular screens, one screen for each application, and is placed in the space to create a sphere where all these mirrored identities are projected. Each web application is projected on a separate screen. Visitors can interact and add content to *IMNOW* by:

- Following and adding followers and micro-blogging on Twitter
- Communicating on Facebook
- Blogging and administrating *IMNOW*'s website
- Adding images to Flickr
- Chatting via Skype: user name: *IMNOW*1
- Adding videos to Youtube
- Broadcasting live stream on USTREAM

The second element is *IMNOW*'s web presence where any person at any given time and place can communicate with *IMNOW* and follow the development of the entity.

Since the goal is to travel with the installation to as many places as possible, in order to have a broad global discussion, I developed collapsible screens, made of flexible wood, that fold into a small suitcase and being easily assembled in the space. When assembled each screen becomes a four feet diameter circular screen. Along with the screens, a fabricated movable control stations (three altogether) composed of Keyboard, Trackpad & Mobile phone, is placed in the space. The control station is what the user needs in order to add content and play with/as *IMNOW*. All three control stations can communicate with all the screens/application at the same time, to allow for multiple users a more dynamic, playful, choreographed movement in the space.