

The New Social Strange: Artists and Augmentation

Presence, play, performance, emotion, truth, curiosity, flirtation, deception, distance, intimacy, life. What will social life be like as the milieu of AR technologies surround us? What new social norms will emerge? What will be the new nostalgias of social interaction? How can AR accelerate us toward equity, inclusion, and more productive social debate and engagements? How will we navigate the ethical seams and confront the fundamental new epistemological dilemmas AR will bring us? I challenge the workshop to unpack the challenges and opportunities through the lens of several artists. In particular, how a series of artists, some listed here, offer us new framings, perspectives, and a critique on the body, performance, and concepts of augmentations to everyday social life.



Chris Burden *Shoot* 1971

Are there boundaries of the real and augmented? How will they be revealed? Can we exploit the seams along this intersection? How can they benefit the human experience? What is the appropriate fidelity of this new "real"?



Valie Export *Touch Cinema* 1968

How will touch and haptics co-participate in our augmented experiences? Where will we strike a balance between the literal and ambiguous? How will our communication be remapped from the visual or auditory to the physical and felt?



Vito Acconci *Seedbed* 1972

How will augmented realities alter the notion of the "public"? What fantastical and disturbing new norms might emerge for these new "public spaces"? Do we need entirely new framings of our public landscape...or have we already crossed that divide? What form does this new public gathering take? How can it usher in a new era of "publics"?



Pope.L *The Great White Way* 1978

What will remain of our social signals of effort, exhaustion, and frustration? How will we raise awareness, protest, and be disruptive in an augmented landscape? What voices will be amplified, squelched out?



Marina Abramović *Rhythm 0*, 1974

What are the permissible collective actions we will undertake with others? How will we participate? Intervene? What are the limits of our augmented curiosities? How will we explore our individual and collective otherness? Will consequences of our actions remain or will we be thrust into a world of "do" and "undo"?