

About the Social Algorithms of the REALITYFLOWHACKED exhibition.

This exhibition features some most recent projects of mine that are related to the idea of *Social Algorithms*. They are conceptual hacks, which are represented by the pieces *Open Society Structures* (2009), *P2P Gift Credit Cards* (2010) and *Face to Facebook* (co-author: Alessandro Ludovico, 2011)

Flow of information is pure raw power; processing and managing data means developing languages, knowledge and awareness of reality. *Social Algorithms* literally design information flux, they program realities.

Through *Social Algorithms* I sculpted information, an invisible material that can be shaped for constructing new structures of data, which demonstrated being able to influence the Social Reality. Just for instance, in *Face to Facebook* the structuring of data in new forms has affected a great number of people's behaviour and legal and media spheres. These sculptures of data can be created by anyone, just by following the diagrams of the *Social Algorithms* that I drew. These diagrams explain the instructions for activating social change through hacks of the present flow of reality.

They are not malicious hacks, they are not sabotaging viruses, nor speculative esthetics, funny hoaxes or simply slogans, instead, they want to bring about progress. They propose new realities by pragmatism instructions that run step by step. They are propositions of how to activate political evolutions, just by following the flow charts of the diagrams. The reality flow must be re-processed and re-organized, society always needs new and better algorithms.

In the show *REALITYFLOWHACKED* the *Social Algorithms* are materialized by active drawings, effective sculptures, and functional performances that came out of them. Classic artistic practices such as drawing, sculpting and performing can finally be able to influence effectively social realities. However, this is not software art, nor net art. There aren't genres, this is just what is our contemporary time. Media and management of data, this is the global everyday reality.

The diagrams of the *Social Algorithms* are blueprints for social software that when launched in the operation system of our complex reality, start to interact with the tasks of the applications that govern and organize the construction of Social Reality. They are not just visionary sketches, they can be implantable, some still are running now, they really work! And their power to change reality is just a matter of the scale of their implementation.

The seven diagrams of the *Social Algorithms* included the three of the *Hacking Monopoly Trilogy* (*Google Will Eat Itself*, *Amazon Noir* and *Face to Facebook*), one diagram of the *Gift Finance* and diagrams of the triptych of *Open Society Structures*.

Some honors:

Virtual Residency at Arnolfini Gallery, Bristol, 2010; European Media Artists residence and grant, 2009; Transmediale award, 2008; Stuttgarter Filmwinter, 2007; Media Award St. Gilgen school, 2006; Commission Rhizome, 2005; nominations for 10th Cairo Prize, 2009; VIPER Award, 2005; and honorary mentions at Share Festival, 2007; Ibizagrafica, 2006 and Prix Ars Electronica, 2005.

Some missions accomplished in the last 10 years:

I stole one million profiles from Facebook.com and republished some of them on dating website.
I issued and distributed thousands of credit cards, counterfeiting virtual money.
I branded a firm that exploits sea level rise in NYC and a counter movement for climate change justice.
I cloned the identity of a Russian spy on social media for doing an interactive movie.
I investigated anti terrorism measures in international airports.
I spread thousands of misquotations by the most famous historic human figures.
I stole digital books from Amazon.com and redistributed them for free.
I created phony networks with robots to fraud Google.com AD Sense service.
I occupied streets and asked to artists to vandalise the public spaces with pieces of art.
I edited a web portal about eastward expansion of NATO.
I was investigated by the Department of National Defense of both the USA and Canada.

More here:

<http://www.paolocirio.net>