

SIBLING

sibling.online

56 Mulock Avenue, Unit 1, Toronto, ON M6N 3C4, Canada

*“The Inspiration Issue”*

Michael Freeman Badour

October 10 – November 9, 2019

Michael Freeman Badour presents a twisted google map, an excerpt from a billboard advertisement with computer keys and clouds, and an altered issue of Psychology Today with a SimCity render and lottery balls. Alongside these are engagements with junk mail that he has received at his personal address.

Machine-learning has been leveraging data collection to analogize our shared emotions, needs, desires and movements within physical and online worlds. I hope the machines figure out what all this means. What are the patterns? What are my true needs? Or will the feedback loop of engagement become so tight that I will be unable to see past my own nose?

A new level of convenience is just around the corner.