

Program 2016

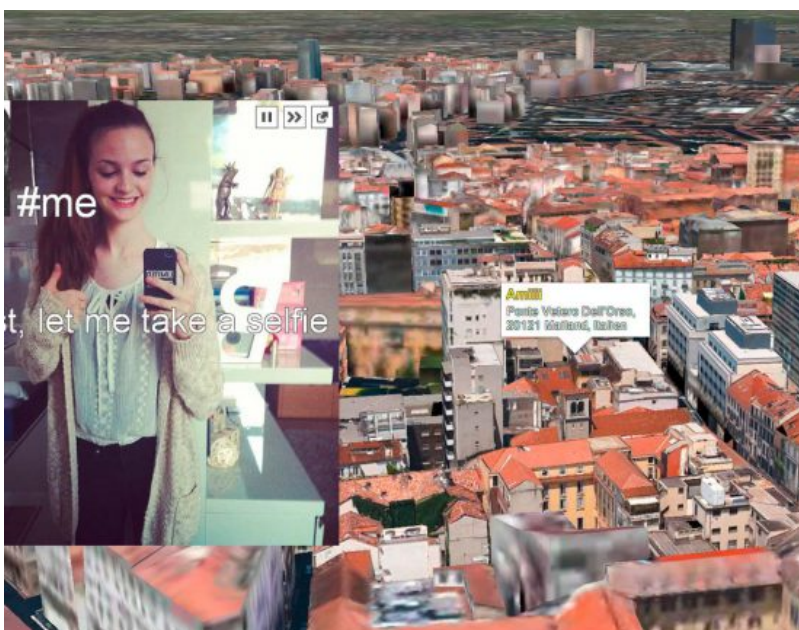
Marc Lee

Switzerland (1969)

Pic-me

Using geo-tracking, this online artistic project pinpoints in real time the exact position of posts published on Instagram with the hashtag #me, which the artist then situates precisely on the world map thanks to Google Earth. On the www.pic-me.com website, anyone can do a search and follow a thread of posts according to a hashtag, the name of a place or a specific user profile. After a few minutes, what first looked like a pleasant virtual stroll around the world turns into an act of violation of the private lives of hundreds of millions of users worldwide. The artist sends us back to our own digital identity, our virtual ego, while making us aware of the traces we unwittingly leave on the web.

Venue: [Salle del Castillo](#)



Pic-me: [Have a look at the gallery](#)