


NETARTCOMMONS

OPEN  
SOURCE  
ART  
HACK

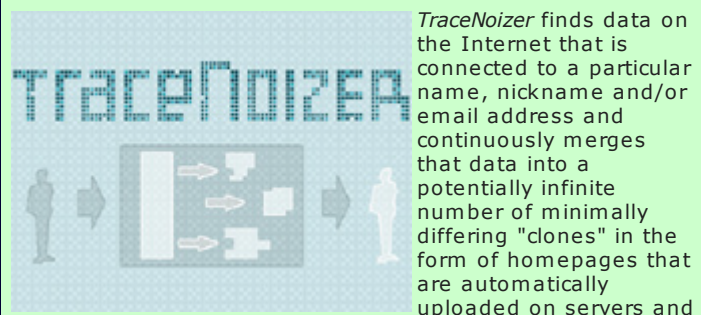


OPEN SOURCE ART HACK:  
LAN  
TRACENOIZER, 2001

posted by [curators](#) on thursday april 25, @06:46pm

*TraceNoizer* is a web-based search, analysis and homepage publication system available for use in the *Open\_Source\_Art\_Hack* exhibition created by LAN

*TraceNoizer* is a web-based search, analysis and homepage publication system. It is made available for public use on a computer pod. *TraceNoizer* is a project that grew out of the artists' interest in the way in which, when researching an individual person on the Internet, search engines construct someone's identity, or "databody" from information that may be real or false, old or new, relevant or irrelevant, or about a completely different, but similarly named person.



made available to surfers and search-engine indexing-robots.

The first search and analysis that *TraceNoizer* performs on a name yields a certain number of keywords. For each keyword or "theme" an HTML-site is automatically generated and linked to all the other theme pages that contain text and images. The *TraceNoizer* system then periodically starts new queries—successively using the themes of the most recent search as new search terms—to generate new "clone" pages. As more clones are generated, the less resemblance they have to the original databody, but Tracenoizer submits the url of each to search engines, initiating the constant processing and reprocessing of the clones.

At transmediale.02 in Berlin, *TraceNoizer* was jointly awarded the prestigious first prize for the "Software" category. This is the first time LAN's work is presented in the United States.

LAN is a label of the Department of New Media ([www.snm-hgkz.ch](http://www.snm-hgkz.ch)) at the University of Art and Design Zürich, Switzerland. Students, designers, artists and media workers operate under this name, bringing together a range of visualization, design, communication and analytical skills. The members of LAN have lived and worked in Zürich since 2001.

LAN creates network-oriented interactive projects. They locate and critically discuss economic, political, cultural and creative "issue-clusters" that are essential for communication processes in digital networks. LAN views their open source/open content position as a small but effective stance against the cultural dominance of large IT corporations—developing applications and tools with free software modules and scripts, and publicizing their products for use by others.

Additional support for LAN from the Consulate General of Switzerland and Zurich University of Art and Design [www.hgkz.net](http://www.hgkz.net).

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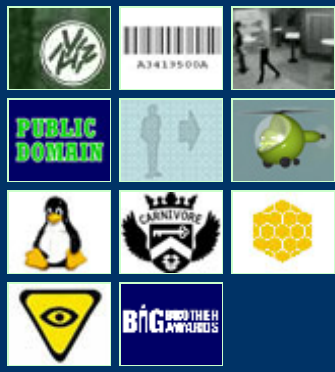
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### SO THAT I CAN FIGURE OUT WHAT IS GOING ON... (SCORE:1)

by trude on friday april 26, @02:24am ( #11)  
[user #9 info](#) | <http://netartcommons.walkerart.org/>

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- [Re:So that I can figure out what is going on...](#) by Trude (Score:1) Friday April 26, @02:25AM
  - [Re:So that I can figure out what is going on...](#) by Anonymous Coward Friday May 03, @06:25AM
- [Re:So that I can figure out what is going on...](#) by steve (Score:1) Friday April 26, @03:30AM

*Ornithology is for the birds as criticism is for the artists. -- trude. ;-)*

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