

Equivalents II 1993

HD or 4K projector, Mac-mini
computer, custom software

International Center for Photography, New York (1994); traveling in "Photography after Photography", Siemens Kultur Programm, Munich, (1995-1997); Ansel Adams Center, San Francisco (1998)

<https://www.mat.ucsb.edu/~g.legrady/gIWeb/Projects/equivalents/Equi.html>

"Equivalents II" by George Legrady (www.georgelegrady.com) is an early interactive multimedia installation that explores the potential of natural language processing in generating an abstract cloud-like image. An interactive work that uses a 2D fractal mid-point synthesis algorithm to create organic abstract images shaped by text input by the user. All phrases contributed by users remain with the work and function as reference for the feedback process when words in the user's phrase are compared to those in the data pool. The project's title positions digital algorithmic design in relation to Alfred Stieglitz's 1922 project "Equivalents".

The "Equivalents II" project has evolved out of an intent to mathematically simulate believable still-images that convey the realism of the photographic. It is based on an interactive computer program that produces abstract, cloud-like images when text is entered into the computer. In an installation exhibition situation, viewers are invited to generate images by typing in their own phrases, comparing them with the wall displayed images produced by the artist.

The program uses the "2D mid-point displacement fractal algorithm to generate tonal complexity and the initial tone control parameters are set by the viewer's phrase, each text resulting in a particular image. In addition, the program triggers further disruptions in the visualization process when it encounters certain words in the viewer's phrase that match those stored in the program's database. The database contains words from the following sources: J.G Ballard's "Crash", Michel Foucault's "The Order of Things", computer slang words, gender labeling and identification, TV Talk shows vocabulary, and those that describe positive and negative attitudes. At the completion of the drawing phase, the program brings up other phrases entered by previous viewers that have words in common with the current viewer's text. Optional large scale images include the "News Series" consisting of generated images produced from photo captions selected from the New York Times and Die Zeit newspapers.

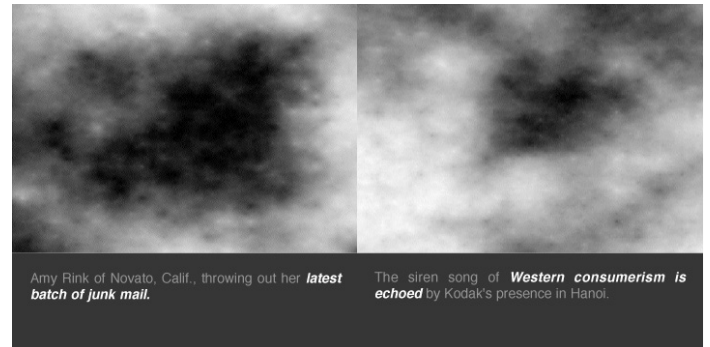
The installation premiered in the "Iterations: The Digital Image" exhibition at the International Center

for Photography, New York, and "Montage '93", Memorial Art Gallery, Rochester, New York (1993/94) curated by Timothy Druckrey.

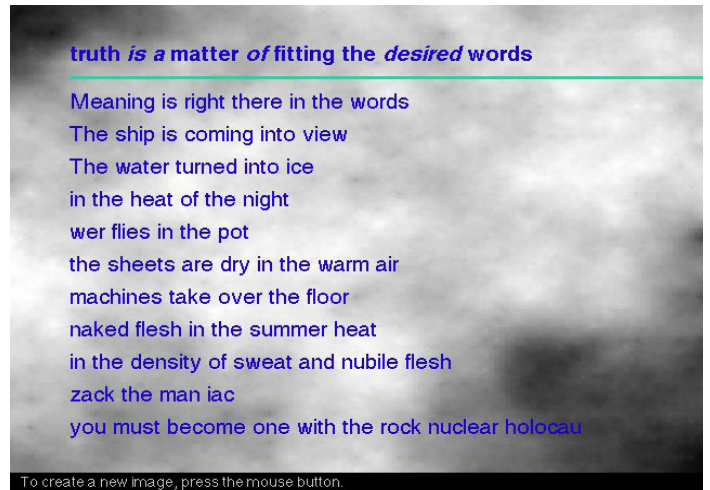
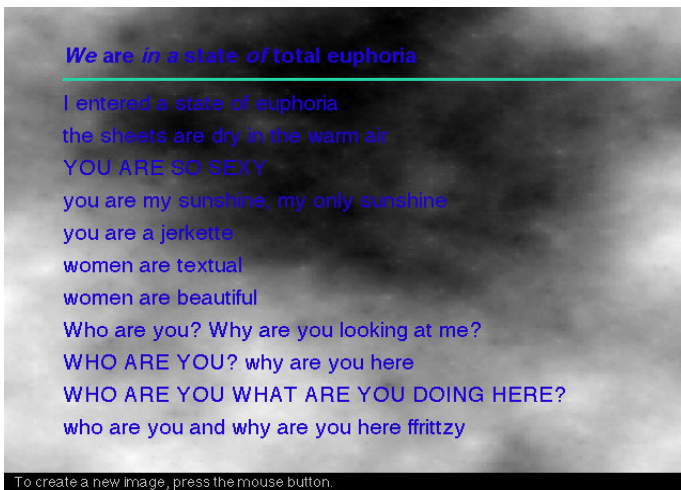
The installation premiered in the "Iterations: The New Image" exhibition curated by Tim Druckrey and Charles Stainback in "Montage 93: International Festival of the Image," Rochester, NY followed by the International Center for Photography, midtown gallery, NY (1994). It then travelled in the "Fotografie nach der Fotografie" (Photography After Photography: Memory and in the Digital Age) exhibition organized by the Siemens Kultur programm, Munich, Germany, curated by Hubertus von Amelnunxen, Stefan Iglhaut, Florian Rötzer (1995/1997) Aktionforum Pratinself, Munich; Kunsthalle, Krems; Städtische Galerie Erlangen; Brandenburgische Kunstsammlungen, Cottbus; Museet for Fotokunst, Odense; Fotomuseum, Winterthur; Finnish Museum of Photography, Helsinki; Institute of Contemporary Art, Philadelphia; Adelaide Festival, Australia. Last presentation was at the Ansel Adams Center for Photography, San Francisco in 1998, curated by Andy Grundberg.



Selected texts, highlighted in white from photo captions from the German newspaper "Die Zeit" are translated into seed values by which to set parameters to create a cloud-like, abstract image generated by a MidPointFM 2D fractal algorithm.



Selected texts, highlighted in white from photo captions from the New York Times are translated into seed values by which to set parameters to create a cloud-like, abstract image generated by a MidPointFM 2D fractal algorithm.



All texts input by exhibition viewers are stored and retrieved at the end of the image-generating process so that viewers can compare seed values and results