

# CTRL + SHFT

## *Third Party*

November 6 – December 3, 2016

Opening Reception on Sunday, November 6, 2016 | 6–8pm



Image Credit: Lark Buckingham. Tattle-Tale Heart (film promotional image), 2016; video, 17min

CTRL + SHFT and independent curator Tanya Gayer are pleased to present *Third Party*, an exhibition of works by Lark Buckingham, Joanna Cheung, Zoe McCloskey, Rhonda Holberton, Erica Scourti, and Angela Washko, opening on Sunday, November 6, 2016 from 6–8pm. The exhibition will be on view through December 3, 2016.

“The era of personalization began on December 4th, 2009” declared author Eli Pariser in his book *The Filter Bubble*. The date marks the introduction of the patented algorithmic filter Google established to track users online. The filter is designed to predict accurate recommendations in search results and advertisements in correspondence with monitored user preferences online. Tech companies such as Apple and Facebook now employ this personalization filter as third parties who employ codes to mine individual characteristics and subsequently calculate relevant content. The exhibition *Third Party* intends to examine these quantifiable personalized traits rendered in technological systems that purport a sense of individuality and personal growth. Although the individual is central to these transactions, the results one ultimately receives are often one-size-fits all categorizations, and frequently skewed by a Western male perspective.

CTRL + SHFT Collective

1430 34th Street Oakland, CA 94608

info@ctrlshftcollective.com

Gallery Hours: Friday and Saturday 12-6m

[www.ctrlshftcollective.com](http://www.ctrlshftcollective.com)

As an all female artist exhibition, each artwork featured in *Third Party* serves to critique the male gaze evident within personalization filters. The selected artworks question the authority exercised to distinguish individuals through coding, while also investigating who has access to determine economic and informational value through the use of these codes. Not only do the artists employ the use of technology and an online environment to grapple with how one is seen through code, but the artists also directly involve the physical body. In doing so, the individual is reinstated as a priority within an intangible online system that impacts information, objects, and ideas. *Third Party* establishes a platform to confront the perpetuation of dominant ideologies through methods of algorithmic categorization.

CTRL + SHFT is a space for hybridization and other forms of experimentations. It contains both artist studios and a white cube for exhibitions. It is also an enterprise run entirely by women artists and curators, and they welcome members of the local and international art community to submit proposals for exhibitions and art exchanges. Funds for this exhibition generously provided by an Alternative Exposure grant from Southern Exposure.

---

## Events:



*Third Party* Salon with the Living Room Light Exchange  
Oakland, CA 94606\*\*  
Sunday, November 20, 2016  
7-10pm

*Third Party* will include programming in partnership with the local organization **Living Room Light Exchange (LRLX)**, organized by artists Liat Berdugo and Elia Vargas. LRLX is a monthly salon dedicated to discussion on new media in art & theory in the living rooms of local Bay Area residents. The co-curators of LRLX are collaborating with curator Tanya Gayer to bring two of the artists featured in *Third Party* (Erica Scourti and Lark Buckingham) and an invited speaker to be announced to advance the concept of the exhibition *Third Party* with an interdisciplinary discussion on November 20th from 7-10pm at the home of a CTRL + SHFT member. The conversation will highlight related theories & socio-political topics to a public audience.

**\*\*To RSVP and receive the address for the event, interested attendees must email [livingroomlightexchange@gmail.com](mailto:livingroomlightexchange@gmail.com)**