

Naho Matsuda heads to South by Southwest for North American premiere of her data-poetry artwork **EVERY THING EVERY TIME**

In the digital age, data surrounds us, nowhere more so than in our cities. What kind of stories can urban data tell about a city, its citizens and its visitors? Would we perceive our surroundings differently if we could experience this data in a different form?

Harnessing public art to explore the ‘Smart City’, Matsuda’s **EVERY THING EVERY TIME** broadcasts poetry on a large mechanical display, urging deeper reflection on the role of data in our lives, personal privacy and our place in future cities.

Curated and Produced in Manchester (UK) by FutureEverything, **EVERY THING EVERY TIME tours to South by Southwest with British Underground’s Future Art and Culture Programme.**

Every day, a vast amount of data is gathered about us. It is processed by technologies and technologists alike, but who collects and controls this information? And how is it captured or stored?

In a North American premiere at South by Southwest 2019 (SXSW), artist Naho Matsuda’s public realm artwork **EVERY THING EVERY TIME** processes data typically captured and published by ‘smart city’ technologies, consumer devices, private and public institutions, and various media, using this data to create poetry based on your interaction with the urban environment.

Through careful curation of data that describes events, from the mundane to the marvellous, life in Austin will be expressed as poetry on a mechanical split-flap display resembling the destination boards once found in railway stations.

Delving into the expanding scope of data collection and the ‘smart city’, the work invites audiences to reflect on our increasingly complex relationship with technology and the global phenomenon of ‘surveillance capitalism’.

On touring the work to South by Southwest, Naho Matsuda says:

*“In **EVERY THING EVERY TIME** I turn data streams into poems. The work interrogates where data comes from, who owns it and how it’s used. South by Southwest is the work’s first international showcase, so I’m very excited to see the stories generated from Austin’s data.”*

Continuing a legacy of transdisciplinary research and Data Art commissioning, FutureEverything’s work with British Underground adds to a wider touring portfolio, in recent years producing work in Russia, Singapore and Taiwan.

Commenting on the commission, Irini Papadimitriou, Creative Director of FutureEverything, says:

*“We’re very excited to bring **EVERY THING EVERY TIME** to South by Southwest. Having developed this artwork in Manchester with Naho and industry partners, the opportunity to tour the work with British Underground was unmissable. We hope that presenting the work in Austin leads to opportunities in other cities.”*

FOR IMMEDIATE RELEASE
19 February 2019



Speaking of the FutureEverything collaboration Crispin Parry CEO of British Underground, says:

“Naho Matsuda’s Every Thing Every Time, in Austin’s Brush Square is an important addition to our Future Art and Culture programme at South by Southwest and brilliantly showcases how public data and digital technology can be utilised to make great art.”

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For further information contact Michelle Collier, Digital Content Producer at FutureEverything:
micelle@futureeverything.org

Notes to Editors

Hosted in Brush Square, Austin, from 8th to 14th March, EVERY THING EVERY TIME is an artwork by the artist Naho Matsuda, Produced by FutureEverything, commissioned by South by Southwest.

About Naho Matsuda

Naho is a German-Japanese designer and artist based in London. Her practice investigates the social and cultural issues surrounding emerging technology trends through a range of design outputs, processes and methodologies. With a particular focus on new narratives of technology and networked processes of production, her transdisciplinary approach uses a diverse set of mediums including interactive objects, writing, performance and installation.

nahomatsuda.com

About FutureEverything

Established in Manchester (UK) in 1995, FutureEverything is an award-winning innovation lab and cultural agency that has helped shape the emergence of digital culture in Europe. Together with an international community of artists, technologists and collaborators, FutureEverything explore the intersection of art, technology and society through bold new art commissions, living labs, participatory design and public events.

Taking an artist-led and human-centred approach, FutureEverything is passionate about bringing people together to discover, share and experience new ideas for the future, creating opportunities for people to consider, challenge and test the use of technology in creative and unexpected ways.

[@FutureEverything <http://futureeverything.org>](http://FutureEverything.org)

Credits

EVERY THING EVERY TIME is an artwork by Naho Matsuda, produced by FutureEverything. Industrial design and assembly by Raskl using software by Paul Angus and Dan Hett. The work is part of the Future Art and Culture programme at SXSW, presented by British Underground and supported by Arts Council England. This presentation is also supported by British Council and features in their Anyone//Anywhere: the web at 30 season. EVERY THING EVERY TIME was first commissioned in Manchester (UK) as part of CityVerve - a project creating a blueprint for smarter cities worldwide.



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Photo Credit: © Jack Storey 2018



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