

Artist Finds Beauty in Google Street View Glitches

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BY LAURA VITTO

JAN 03, 2011

Every digital behemoth is subject to technical errors — even the likes of Google Street View.

Digital artist Emilio Vavarella sees beauty in the mapping service's colorful and jarring glitches. Since 2012 he has searched for, recorded and curated these errors into a series he titled "Report a Problem." The name is a reference to Street View's error reporting tool.



Image: Emilio Vavarella

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Vavarella told Mashable that when he started the series, he considered the relationship between "technological ideology" and its unexpected outcomes and related errors.

"We've reached the point where we take technology for granted, it has become invisible," he said. "And when something becomes invisible, you need to pay all the more attention to it. This is this case with Google Street View."

Vavarella writes on his website that "Report a Problem" is the first part of his project titled "The Google Trilogy," which explores the relationship between humans, power and technological errors.

Check out a few of Vavarella's pieces below, and look for more of his work on his personal site.



Image: Emilio Vavarella



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Homepage Image: Emilio Vavarella