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MEDIA ADVISORY   **08/24/2014**

NEW MEDIA INSTALLATION TO SHOW CARBON EMISSIONS FOR SOCIAL MEDIA USING REAL-TIME TWITTER FEEDS

"#Carbonfeed" Converts Tweets into Music and Carbon Equivalent Gas.

Charlottesville, VA **–** In coordination with the University of Virginia, Jon Bellona will present a new media installation, #Carbonfeed, at four University libraries across Grounds. The project converts real-time tweets into music and releases each tweet's carbon equivalent of air into water-filled cylinders. The main installation will be **on display from Friday, Aug. 29 to Friday, Sept. 26 in the Music Library**. Other supplemental installations will be housed in the Science, Clemons, and Fine Arts libraries. **#Carbonfeed is encouraging people from around the world to take part in the installation by tweeting #carbonfeed beginning Aug. 29***.*

#Carbonfeed is a new media project that directly challenges the popular notion that virtuality is disconnected from reality. Through sonifying Twitter feeds and correlating individual tweets with data visualization in public spaces, the work reveals the environmental cost of online behavior and its supportive physical infrastructure. The installation will hold an opening recepton on Friday, Aug. 29, from 330-6p in the Music Library as part of Final Fridays. The Aug. 29 reception is free and open to the public.

> **WHO:** Jon Bellona, an OpenGrounds Art & Environmental Action Scholar
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> **WHAT:** #Carbonfeed, a New Media Installation
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> **WHEN:** August 29, 2014, 330p-6p opening. (on display Aug. 29 – Sept. 26)
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> **WHERE:** University of Virginia Libraries (Music, Science, Clemons, and Fine Arts Libraries)

About #Carbonfeed:
With the advent of social media like Facebook, Twitter, and Instagram, humans have increased their production of digital content. Even simple online interactions generate carbon emissions; a Tweet has been estimated to generate 0.02 grams of CO_2. To keep pace with growing online media, there is an increasing dependence upon data centers, which now account for 2% of the US's electricity consumption. #Carbonfeed is by Jon Bellona, John Park (University of Oregon), and David Bellona (Twitter). #Carbonfeed has been made possible through an OpenGrounds Art & Environmental Action Scholarship, funded by the Jefferson Trust. Visit http://carbonfeed.org to learn more.

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