

Jeff Crouse

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Profile

Jeff Crouse creates software and installations using generative graphics, crowdsourcing, computer vision, physical computing, projection, popular web platforms, parody, and satire. His projects range from absurd critical commentary on technology to more commercial immersive experiences using new technologies. Jeff received his MS from the Digital Media program at Georgia Tech in 2006.

Projects

[IBM Play Machine](#) | 2014

To promote IBMs Tumblr blog, [ibmblr.com](#), Odd Division, with the help of Ranjit Bhatnagar created a series of Internet-connected machines that responded to Tumblr actions such as likes, reblogs, and follows. Strange and playful, the machines included a mad-scientist-esque custom popcorn popper, a machine that slowly chopped down its own supports, a globe attached to motors and a laser that pointed to where the website visitor was from, and plenty of other fun, blinky, mechanical goodies. Role: co-developer, creative, production

[Riddle Wall](#) | 2014

A photographic mosaic that fills the wall is made up of a mixture of images from University of Dayton and beyond, and user generated images. Everyone can contribute an image and a sentiment to the wall by tagging their Twitter, Instagram or Facebook posts with a hashtag #visitUD. With Karolina Sobecka. Role: Lead technical

[Conductor: Moogfest](#) | 2014

An immersive augmented reality experience layered on top of the entire city of Asheville, NC for Moogfest 2014. This iOS app used the Neurosky Mindwave Mobile to generate a real-time soundtrack driven by the users brainwaves. As users wandered around the city of Asheville, they simultaneously navigated our virtual world based on Asheville, leaving behind traces of their brainwaves for other users to see and hear. In collaboration with Aramique as part of Odd Division.

[IFP Color Project](#) | 2013

Created for the opening of the Made in NY Media Center, 'The Color Project' focuses on exploring narratives through color, line, and form found in geographic satellite imagery. This implementation of the project highlights the locations from many of the films that have been championed by IFP. Role: Lead technical

[Nike Hyperfeel Experiment](#) | 2013

For the launch of their new Hyperfeel running shoes, Nike constructed a several hundred square foot pop-up store in the middle of Chelsea to house a labyrinth featuring grass, stone, and sand surfaces, and invited people to walk through barefoot. Under the name [Odd Division](#), [Aramique](#) and I created an interactive experience in which users were equipped with Neurosky brainwave readers before entering the labyrinth. As they walked on the three surfaces, we created a real-time soundtrack based on their brainwaves and created a lush animated interpretation of their brain activity to greet them at the end. Role: conceptual and lead technical

[Fracture.io](#) | 2013

Utilizing our own custom-built software and 4 Microsoft Kinect cameras, we instantly capture the image and depth data of guests from multiple angles. This data is transformed into a 10,000+ polygon 3D mesh which becomes the basis for a dynamically generated 3D sculpture. The original meshes and sculptures may be viewed and shared online. Role: co-developer (OpenFrameworks, Python, Network, Web Server)

Projects (cont'd)

[Laborers of Love](#) | 2013

Laborers of Love (LOL) focuses on the relationship between online sex and online work, specifically how technology mediates desire and sexuality. Through the creation of customized, crowdsourced pornography videos, we explore how online culture has transformed what we mean by labor, sex, gender, sexual preference and collaboration, as well as how we think of pornography in terms of production and consumption. In collaboration with [Stephanie Rothenberg](#).

[Imagination Playground Interactive Wall](#) | 2012

Installation made with [Rockwell Group Lab](#) for the National Building Museum. As visitors pose in front of a 32' wall, their silhouettes are turned into structures made of the Imagination Playground blocks. As soon as they move, these structures explode, sending blocks flying and delighting kids and adults alike.

[Paik Times Five](#) | 2012

Installation made with [Flightphase](#) for the the one-night exhibition Infinite Loop, organized by the New Museum. The exhibition was presented in Seoul, South Korea by Calvin Klein. Paik Times Five was one of the three specially commissioned interactive video installations premiering at the event. Rafaël Rozendaal and Scott Snibbe created the other two installations.

[Dayton Cubes](#) | 2011

Installation made with [Hush Studios](#) and [Flightphase](#) for the University of Dayton admissions office. Four Kinect cameras installed in the ceiling create the interface for a field of cubes that is projected onto a 32' x 12' wall. In "idle mode" the cubes undulate, rotate, and scale in beautiful wave-like patterns. When the user steps in front of the wall, the cubes in front congeal into a surface and a video starts to play.

[DeleteCity](#) | 2011

Delete City uses the large storage allotment offered by web hosting services to cache large amounts of user generated content from sites like YouTube, Flickr, Facebook, etc. and then monitors to see if any of this content is subsequently taken down. When it finds removed content, it automatically posts the content to your WordPress blog. The nature of the content can be customized by the user by site, keyword, and other criteria. Devious? Maybe. But also one step in the fight against censorship.

[Crowded](#) | 2010

Crowded is an montage audio program similar to radio shows like This American Life, The Moth, or the productions of Joe Frank. What makes it unique is that all of the material is made up of segments of audio requested from and submitted by workers on [Amazon's Mechanical Turk](#) site in return for payment.

[The World Series of 'Tubing](#) | 2010-2011

The World Series of Tubing is a conceptual augmented reality game combining the intensity of a high-stakes poker tournament with the bizarre world of sensational online video. Created with Aaron Meyers.

Work

Technical and Conceptual Lead, Odd Division | September 2013 to present

- Company started with Aramique in late 2013 after 2 successful interactive installations.
- In progress

Lead Developer, MPC Digital | April, 2013 to

- Directed development of both internal and external projects for the newly-created MPC Digital team
- Produced prototypes across many platforms including openFrameworks, Cinder, nodejs, HTML5, and Python
- Supervised and worked with other programmers on large-scale installations

Freelance Programmer New York and Atlanta | May, 2003 to present

- Worked with studios such as [The Rockwell Group Lab](#), [Flightphase](#), [Hush Studios](#), and [Odd Division](#) to create interactive installations for clients such as the Cosmopolitan Hotel in Las Vegas, Infinity, Nike, Jell-O, and Vice magazine. Most of these used computer vision techniques for interactivity.
- Conceptualized and created [a large, interactive installation for White nightclub in Beirut](#) utilizing computer vision techniques, building on OpenTSPS developed by Rockwell Lab.
- Conceptualized and created “Trigger”, a computer-vision based web application for the musician Flying Lotus

Senior Fellow Eyebeam Atelier | New York, NY | Nov 2006 to Sept 2010

- Assisted many Eyebeam artist with code-related projects, including Jacob Ciocci, Steve Lambert, WindowFarms, Aaron Meyers, Kaho Abe, and just about any artist who spent time at Eyebeam between 2007 and 2010.
- Took part in fellowship and residency review processes
- Acted as mentor to incoming fellows and residents
- Contributed to many Mixers (Eyebeam’s quarterly AV party) and other Eyebeam events
- Organized several Eyebeam Roadshows, taking Eyebeam artists around the country to speak and give workshops
- Pursued my own research and projects, including those listed below
- Assisted in the development of Trevor Paglen’s “The Other Night Sky”, and Mediashed’s Gearbox

Classes

[Kitchen Table Coders](#) | New York, NY

I have taught a variety of one-day and longer-term workshops at my studio, Kitchen Table Coders including “Intermediate Creative Coding with openFrameworks”, “Introduction to Unity3d”, “Server-Side Video Editing”, and “Kinect Workshop”.

[Parsons The New School for Design](#) | Design & Technology MFA | New York, NY

Code for Art: This class is an introduction to C and C++ programming with a focus on interaction, procedural drawing, and manipulation of images, audio, and video. Students will learn basic object oriented programming principles by working with openFrameworks: a c++ library for creative coders. Students will create two or more polished interactive projects. We will use the book “Programming Interactivity: A Designer’s Guide to Processing, Arduino, and openFrameworks.”

Humor & Code: In this class we will explore how the medium of software can be used to create new comedic forms and enhance existing ones. We will investigate the affordances and strengths of software as a medium and how they can be applied to comedy. This class is an experiment in defining a genre.

Talks, Workshops, Exhibitions

2014

- May 24: [Perspectives on Imaginary Futures](#) - House of Electronic Arts Basel
- March 22: [3D Audio with Cinder and FMODEx](#) - Kitchen Table Coders
- Jan 18: [Introduction to Unity](#) - Kitchen Table Coders

2013

- December 12: [Time & Motion: Redefining Working Life](#) - FACT, Liverpool, England
- October 4: [BACK TO THE REALITY, Projekt722](#) - Invisible Threads
- April 27: [Tribeca Film Festival Hackathon](#) - The Explosion
- February 15: Mentor for [Artists on the Verge 4](#) - Minneapolis, MN
- Spring: co-taught [Spatial Media](#) with Brett Renfer - ITP, NYU
- January 26: [EMOPORN, SEX MACHINES AND MEDIATED SEXUALITIES](#) - Transmediale

2011

- October 7: [Internet Economies: Porn, Labor, and Banking](#) Panel - Eyebeam
- August 5-7: Art Hack Weekend (mentor) - The Creators Project
- March 16: StoryCollider - Invisible Threads
- January 18: [ArtsTech Demo Day](#), Unlogo

2010

- October 2: Open Video Conference - Unlogo
- September-December 2010 : [Berkeley Net Art Featured project: Unlogo](#)
- September: [01SJ](#) San Jose, CA - [Eyebeam Roadshow](#)
- August 16: [Arts, Culture, and Technology Meetup - Open Source Initiatives](#), New York
- July 6-26: [Eyebeam Digital Day Camp](#) - New York, NY - Mobile App School
- June 16: [PechaKucha, Beirut](#), Lebanon - Artist talk
- May 18-June 7: Minnesota Art on Wheels Residency - Unlogo
- March 31: Rensselaer PolyTech, Troy, New York - Artist Talk
- February: [Cybersex: What's Art got to do with it? at the New Media Caucus](#) – Laborers of Love

2009

- Dec 2: Quest2Learn, New York, NY - Artist Talk
- Nov 20: [Performa - Performing The Web](#) - World Series of 'Tubing
- November: [Crowdsourcing Labor: Digital Democracy or Centralized Sweatshop?](#)
- October 2009 to June 2010: [Laboral - FEDFORWARD](#) - Gijon, Spain - Invisible Threads
- October 15-17: [Artivistic Turn-On](#): Laborers of Love
- October 2: [Open Video Conference](#) - Unlogo
- July: [No Longer Empty](#) - New York, NY - Invisible Threads
- June 20: [Mixer: Version](#) - World Series of 'Tubing
- May 18: Obie Off-Broadway Theatre Awards - Boozbot
- April: [New Mexico Roadshow](#)- University of New Mexico IFDM Program
- April: [Chicago Roadshow](#)- Columbia College, UIC
- March 6-7: [Eyebeam Mixer: Expo](#), New York, NY- Praying@Home
- February 26: [New Media Caucus panel Space: The New Frontier at the National CAA](#) - Invisible Threads
- February: [Social Media Week](#) - Art & Social Media: Beautiful/Critical Comings-Together
- January 14th: Postmasters – [Weirder Better](#) – You3b triptych event

Talks, Workshops, Exhibitions (cont'd)

2008

- November 14-22: [California Eyebeam Roadshow](#) - co-organized and participated in a week-long tour of California new media and art programs giving talks and lectures.
- November 8: [Eyebeam Mixer: Underground](#), New York, NY - Boozbot
- September 26-28: [video_dumbo](#) - Screening of 10 Steps to your Own Virtual Sweatshop
- September: [SL Convention](#) - Screening of 10 steps to your own Virtual Sweatshop
- July 22: Eyebeam Summer School – *The Uncanny Alley*
- June 26-July 3: [Interactivos?](#) – Was a participant working on Digitally Fit with Andrew Mahon
- June: Synthetic Times Festival at Eyebeam, New York NY - Invisible Threads
- May: Futuresonic festival, Manchester, England - Dirt Party
- April: Windows Brooklyn exhibition - Invisible Threads
- April 26: DC Filmfest, Wathington DC – 10 Steps to Your Own Virtual Sweatshop
- March: Neighborhood Public Radio @ Whitney Biennial, New York, New York - Inside the Artist's Studio
- February: Eyebeam Mixer, New York, New York - Anywhere But Here
- January: Sundance Film Festival, New Frontier Theater, Park City, Utah - Invisible Threads

2007

- December 6: GOOD Magazine Pop-Up Community Center, New York – Invisible Threads
- December: Eyebeam Holiday Hackshop, New York, Make Your Own Print & Wear Clothes
- September 24: Come Out & Play, Amsterdam - Bocce Drift
- September: Upgrade! New York, New York, NY -GearBox Free Media Toolkit
- October 27: New Street Gallery, Atlanta - Secret Satan
- May: VersionFest 07, Chicago, Illinois - Artist Talk
- May: Eyebeam 10th Anniversary Benefit, New York, New York - Dirt Party