



*Manufacturing Landscape, Jenny Odell*

## **Jenny Odell: Looking at Cities**

Monday, March 24, 6 p.m.

Moore College of Art and Design, Stewart Auditorium  
1916 Race Street

These days, experience comes to us through screens – actual screens as well as the broader, seemingly impenetrable screen created by a personalized and seamless media universe. As cultural theorist Paul Virilio put it, “this is the end of the outside world.”

But is there a way that we could use the images on our screens in such a way as to regain access to the physical world?

Jenny Odell – a San Francisco-based digital artist who teaches at Stanford University – explores how immaterial, Internet-based media can be crucial stepping stones to our understanding of the physical, and vulnerable, infrastructure systems that we rely upon to maintain life as we know it.

Odell uses digital tools, such as satellite imagery and mapping programs, to study and diagram infrastructural systems: wastewater treatment plants, electrical substations, solar fields, landfills. Her collages reveal dimensions of these landscapes in ways that they cannot be perceived in our ordinary experience; her hope is that, as we zoom back in from the satellite perspective, we will re-enter the world more keenly aware of the wires, turbines, pipes, silos and electrical towers that previously escaped our attention.

Odell believes that “to see and acknowledge these systems of physical dependence and interdependence is, ideally, to begin to take responsibility for a world that threatens to disappear: from our attention, or eventually, from the face of the earth.”

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