Not too long ago, I was on the telephone calling the State of Pennsylvania's Department of Commissions, Elections and Legislation trying to buy some voter registration data for a project. Surprised that a human voice responded after the second ring, I made my request. She answered "It is available, Honey. You can have it all: name, address, gender, date of birth, ethnicity, the party affiliation, affiliation for last ten years...". The only item that was off limits was a person's telephone number. Data came at a cost of \$20 per thousand records. I balked (I felt required to balk at something) and asked if, in the name of research, I could get a discount. I was transferred from person to person, etball 6 until I ended up speaking with the man directly New Wave Music below the Director. When I asked for a discount, he declared, "I am the Data To Rnt/BuyVio Bght How-To Videos In-Line Skating (4.3%) with the Director. He is the Data Owner." Caretaker. You'll have to speak ught Jazz Music (5.2%) ught Spanish/Latin Music 'isited Museum Last Year ay Racquetball (1.8%) 124 Today, data is something we take seriously: This is where my search ended. tend Movies 2-3x/Mo L3Mo ercise at Club 2x a We ay Baseball Last Year (5. we collect it, we organize it and we take good care of it. Many people ought Urban/Contemp Music Intd/Bght Exercise Vids LM (1. e 2+x Wk LY:Other want it and others own it-and it is almost always for sale. And sketball Last Year (t 1940s Nostalgia (0 ght Clubs Last Year Alternative Music (8. it is this data--of different origins, types and qualities--that has ennis (4.7%) 118 Videos LM (1.5%) 18 ketball Games become the perfect material for painting contemporary portraits. it Gospel **Bght Mus** Dance What is a portrait after all but a representation of the individual for public Movies /eight Li Jogging/ consumption? Everyday worldwide databases recreate my image with increased Collect S Lottery Motivati al Tape: Sames L resolution documenting my every move and working to define future ones.

data

Portrait of BROOKE SINGER Buss If-Help by the Compass database he Mo ie Las

maintained by National Decision Systems

Companies nationwide pay to use this database to help with marketing, sales, and retail site selections. This database is an amalgamation of Census and consumer database.

retail site selections. This database is an amalgamation of Census and consumer data. The above profile consists of probable facts about my consumer habits and lifestyle choices. Data was gathered on 06/13/01. To see what you look like in a similar system, visit YOU ARE WHERE YOU LIVE at http://www.fallschurch.claritas.com/YAWYL/Default.wjsp?System=WL. And while online, go to www.bsing.net for related projects by Brooke Singer and the technology and art collective, TnA. Text written Summer 2001 by Brooke Singer.

10.6%)

ce Hock

Aerobics Blockbus Iusic/Da