

The Deeply Personal Vending Machine

What is the real value of our personal data?

The Deeply Personal Vending Machine

Hosted by: Tom Schouw

Project Information (EN)

The Deeply Personal Vending Machine

Introducing the Deeply Personal Vending Machine. In this interactive art installation, Tom explores the relationship people have with their personal data. Using new digital techniques like face detection turned a vending machine into a deeply personal experience. In order to debunk the misconception that users are the owners of their personal data, data is discovered by the vending machine automatically. Standing in front of the machine is enough to capture data from the user in various ways. For example, a camera module inside the vending machine scans the participant to calculate: Gender, Age, Attraction Score and even BMI data. The audience negotiates step by step, which personal data they want to trade for a discount. The ultimate transaction is a free candy bar, but if made explicit which personal data has to be traded will the user still do so? Would you be able to resist the temptation?

Projectinformatie (NL)

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Image List

Filename	Caption	Credit
final-cover-website-1600245083-1440x720_1631101990.jpg	Deeply Personal Vending Machine	tom schouw
lwu-20200123-3298-1-scaled_1633681983.jpg		

The images above are included in the ZIP under /images.