



*Alarming!*

In Benjamin Walker's *Theory of Everything*, he equates personalized ads to an alluring honeypot intended to entrap viewers. Walker later asks the question, what if, in addition to selling us products, in-app ads "are also trying to change who we think we are?"

In a time where the line between fact and fiction has been blurred by the constant inundation of ads, notifications, and news, our identity in relationship to technology is rapidly changing. This installation, titled "Alarming!", uses interactive technologies and mixed media collage to emulate this changing relationship. Become part of the installation as you touch, look, and listen.

Could our interaction with technology be the next stage of human evolution or are we, as Kurt Vonnegut suggests, "serving as appendages, to machines"?