

Personal Statement
ENTREPRENEUR 4.0 AWARD 2014

ADAM HARVEY CV Dazzle/Stealth Wear

This body of work represents my vision for resistance against the rise of surveillance.

Photographs #1-3 are from CV Dazzle (2010), an ongoing project that began as my master's thesis at the Interactive Telecommunications Program at New York University. This research and art project uses surveillance technology against itself to create bold designs that defeat face detection algorithms using only hairstyles and makeup. CV Dazzle was awarded with a Core77 design award in 2010 and has received international attention from media publications (New York Times, Spiegel, Die Presse, Wired UK, Der Standard), biometric researchers (TABULA RASA, DARPA), as well as intelligence agencies (classified). The website for the project, <http://cvdazzle.com>, provides advice and examples to help others to make their own CV Dazzle designs. Since launching the website in 2010, over a dozen festivals and artists have used CV Dazzle for their own anti-surveillance workshops to explore how hair-styling and makeup can be used to protect one's privacy.

During October 2013, for an art residency at Museum Quartier in Vienna, I will develop and release the next version of CV Dazzle, comprising a software program and set of written instructions that will allow anyone with a computer to create their own disguise. Following the release of the new software, I plan to create and publish a new and updated lookbook of CV Dazzle photographs.

My goal with CV Dazzle is to imagine how we may decorate and present ourselves in the future as face recognition systems become more permanent and more threatening to privacy.

Photographs #4-6 (2013) are from a project entitled Stealth Wear: 'Anti-Drone' Fashion. This project emerged as a response to the increased threat of drones and thermal imaging cameras. The goal of Stealth Wear is to envision how fashion can adapt to serve as protection from invasive surveillance. The result is a collection of three garments: a hoodie, a hijab, and a burqa. All three garments are made with a metalized fabric that conceals the wearer's thermal signature. The latter two garments are inspired by Muslim dress and are intentionally designed to provoke debate about drone use in the Middle East. But they also offer a preview of how cloaked garments may become more relevant in western countries as drones technology becomes more prolific.

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The Stealth Wear collection was first presented at TANK Magazine HQ in London in January of 2013. The response to this experimental art and fashion project has reached across the world resulting in articles and interviews with fashion magazines (Dazed & Confused, M Le magazine du Monde), national security coverage (Air Force Times, Washington Post), trend magazines (MetaTrend, TrendBook, PSFK) and mainstream news publications (BBC, New York Times, Spiegel, Guardian, and Washington Post).

Many people ask me what inspires these projects, while others express concern that this work may also be helping the wrong people. It's my firm belief that countersurveillance and privacy are important civil rights for everyone. And I think that by presenting a vision for how we can adapt to surveillance culture on a personal level, we can guide ourselves towards a better future.

Adam R. Harvey, 2013