Had I not been at the "Dawn or Doom 2" art exhibit, *Discontinuities, Dreams and Diversions*, I would have thought that Adam Harvey's *CV Dazzle* project was a photo shoot of a particularly edgy punk rock band. While considerably flashier and more avant-garde than a simple dyed Mohawk or facial piercings, it isn't difficult to imagine the styles designed and created by Harvey's team as popular trends in a near future's rebellious youth subculture. The brightly colored and oddly shaped hairstyles in combination with the pixelated makeup patterns created a blend of technology and countercultural style that calls to mind dystopian science fiction films such as *The Fifth Element* and *The Hunger Games*. Upon further inspection of the exhibit, I found that the different looks, five eccentric hair and makeup combinations assembled by Harvey's team of makeup artists and models, reveal a practical purpose. Along with making a countercultural statement and grabbing the attention of likeminded individuals, the anti faces, as Harvey calls them, are incapable of being tracked by computer vision equipped with facial recognition techniques. An increasingly popular method of surveillance in the digital age, computer vision, or CV, allows huge amounts of people to be identified and their activities tracked, and could potentially be used by powerful organizations to advertise, solve crimes or identify individuals as part of groups. Adam Harvey's CV Dazzle the anti faces gives a glimpse into future effects of widespread use of facial recognition. The CV Dazzle is a very likely way that actual populations may respond in order to avoid smothering surveillance either to hide from law enforcement or to preserve basic personal privacy rights.

Facial recognition technology is becoming more and more prevalent in today's culture, as evidenced in a very recent Snapchat update. The popular social networking app allows users to animate their own faces by registering a user's face and adding cartoon features such as bug

eyes, rainbow tongues or even laugh lines and wrinkles. Law enforcement organizations that have access to vast networks of security cameras and face databases are becoming a viable possibility. In fact, In Australia, facial recognition has been used in courts as evidence (O'Niell). The Australian government has recently made an 18.5-million-dollar investment in facial recognition technology and databases containing over 100,000 faces (O'Niell). Considering this technology is used for law enforcement agencies and has potential to become more widespread in the future, it can be expected that a growing number of individuals will seek to hide from the all seeing eye of computer vision technology either in order to participate in illicit activities without interference from law enforcement, such as criminals or illegal immigrants. Criminals hiding using CV Dazzle techniques may be invisible to virtual law enforcement, however the flamboyant and absurd attire has the opposite effect on human beings. Usage by criminals would undoubtedly attach a social stigma to CV Dazzle and create a division between those fearful of people hiding from the law and those attempting to reject the authority of a vast surveillance network.

A vast network of facial recognition cameras storing personalized information about an incredible amount of people's activity would also have potential for personal marketing, akin to personal internet advertisements based on browser history or previous purchases. Already, statisticians are able to predict pregnancies in frequent shoppers due to trends in purchases and subtly target them with advertisements for products specific to pregnancy (Duhigg). With a network capable of recording the daily schedules of millions of people, there is potential for corporations to have access to an unprecedented amount of personal data. Currently, there are no federal laws restricting public facial recognition camera usage, leaving the possibility for

private entities to record in public places and track faces without consent (Wang). Without laws to limit corporate surveillance, it is quite possible that there be no way opt out of advertising. A lack of current privacy laws limits options for those opponents to avoiding camera dense areas by staying in out of urban areas or by making their faces unreadable to computer vision using CV Dazzle. Those who value their privacy simply on principle will be forced to associate themselves with the stigma of masked identities and crime that will inevitably become attached to the style.

In the event that a large scale system of facial recognition surveillance is put into place, there will certainly be ideological opposition groups by those who desire a right to privacy and feel that their personal freedoms are being taken away either by law enforcement or by private companies. These criminals, illegal immigrants, dissidents, or activists may resort to anti face camouflage to prevent the government or other large organizations from recording their every move. Due to the very different groups using this camouflage technique and the plethora of patterns or color combinations that could qualify as an anti face, there could be a different styles of CV Dazzle to develop. In these communities in which privacy is highly valued, bizarre and incredibly flamboyant styles may even become trends and, eventually, commonplace. As a response to increased surveillance technology, incredibly conspicuous styles may seem surprising, however rebellious and countercultural movements have historically supported radical self-expression. Wild cyberpunk fashion trends could very possibly be around the corner, depending on government actions.

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