EXPO PROJECTS
JASON SALAVON: The Master Index (Semaphore)

From its humble beginnings two millennia ago to its current digitized forms, the encyclopaedia has sought to gather all human knowledge in singular collections. This task has always been fraught with Sisyphean tones. Dominant cultures monopolize the texts, histories and ideologies are rewritten to match current requirements, and questions of scholarly authority remain.
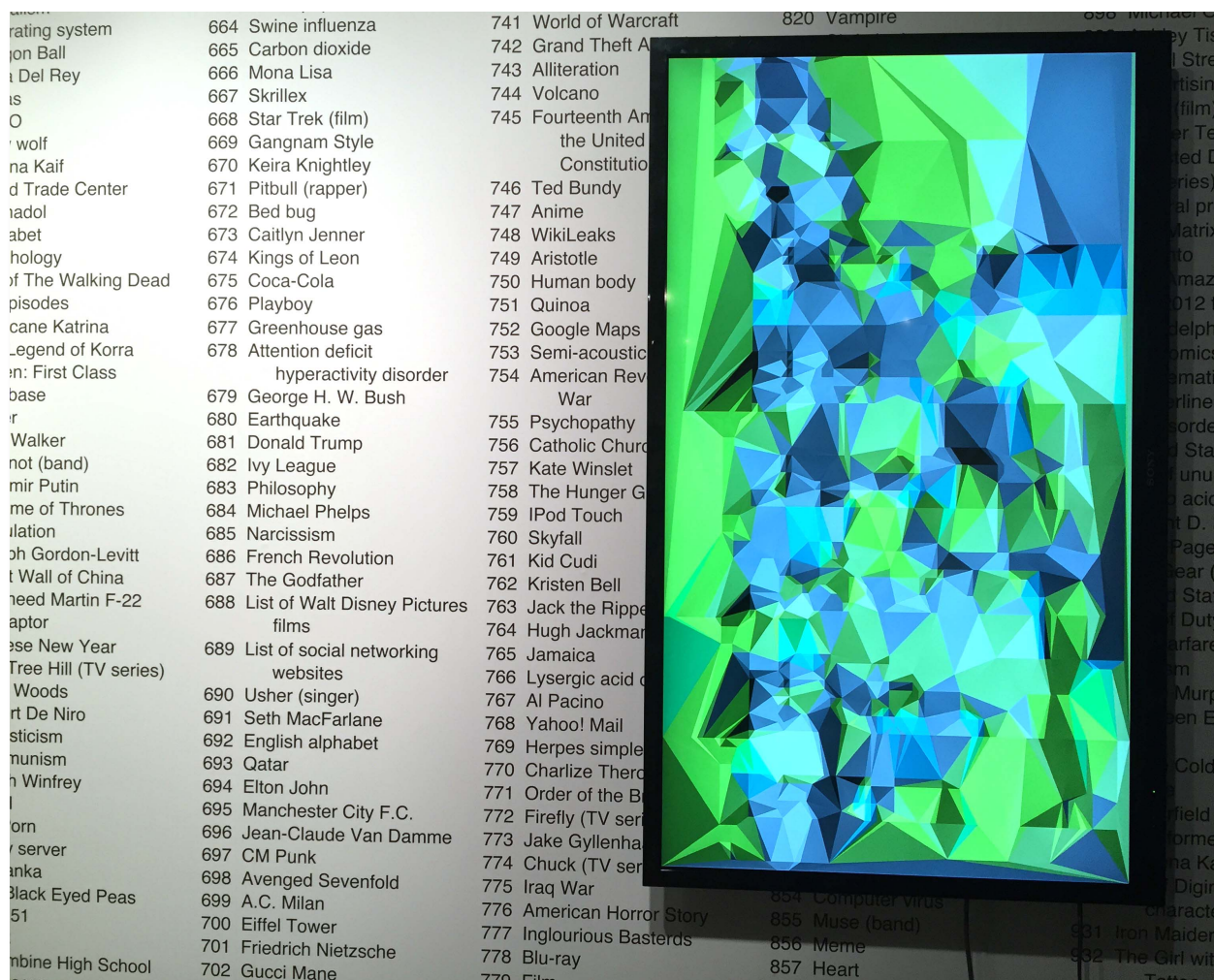
Founded in 2001, the English language Wikipedia has, as of this writing, 4,901,700 unique articles. In shear scale alone, it is a truly new thing. Couple that with its open structure and data analytic capacities and it becomes hard to deny its power as a transformative resource for contributors, users, and meta-analysts alike. The Wikipedia's transparent and democratic nature asks questions of traditional authoritative scholarship, solving some old problems while introducing new ones. While these broad issues stimulate the artist's interests, to this project Jason Salavon brings a more focused question: who uses the Wikipedia and for what? To that end, in 2013 he collaborated with researchers at the University of Chicago and built a master list of every single Wikipedia article sorted by popularity (page-view). That is, a count of every time any English Wikipedia article has been visited, by anyone, from anywhere, since 2007. The results of this non-trivial task are the form and subject of this work. It's a weird, long list.

Jason Salavon's *The Master Index (Semaphore)* comprises two elements, *The Master Index (v.EXPO_Chicago)*, which includes the top 1000 most popular Wikipedia pages listed, in order, on the white wall 12 feet high and 22 feet long. On the adjacent black wall, 12 feet high by 10 feet wide, 25,000 entries are included from a selection of the top 250,000 articles in alphabetical order.

Also installed on the white wall is a related new video piece, entitled *Local Index (Tessellated).*

	664 Swine influenza	741 World of Warcraft	820 Vampire	
rating system	665 Carbon dioxide	742 Grand Theft A		ey Tis
on Ball	666 Mona Lisa	743 Alliteration		l Stre
Del Rey	667 Skrillex	744 Volcano		tising
s	668 Star Trek (film)	745 Fourteenth An		(film)
O	669 Gangnam Style	the United		r Te
wolf	670 Keira Knightley	Constitutio		ed D
na Kaif	671 Pitbull (rapper)			ries)
d Trade Center	672 Bed bug	746 Ted Bundy		al pro
adol	673 Caitlyn Jenner	747 Anime		Matrix
abet	674 Kings of Leon	748 WikiLeaks		to
hology	675 Coca-Cola	749 Aristotle		mazi
of The Walking Dead	676 Playboy	750 Human body		012 fi
pisodes	677 Greenhouse gas	751 Quinoa		delphi
cane Katrina	678 Attention deficit	752 Google Maps		mics
Legend of Korra	hyperactivity disorder	753 Semi-acoustic		matio
n: First Class	679 George H. W. Bush	754 American Rev		rline
base	680 Earthquake	War		order
r	681 Donald Trump	755 Psychopathy		Stat
Walker	682 Ivy League	756 Catholic Churc		unus
not (band)	683 Philosophy	757 Kate Winslet		acid
mir Putin	684 Michael Phelps	758 The Hunger G		t D.
me of Thrones	685 Narcissism	759 IPod Touch		Page
lation	686 French Revolution	760 Skyfall		ear (
h Gordon-Levitt	687 The Godfather	761 Kid Cudi		Stat
Wall of China	688 List of Walt Disney Pictures	762 Kristen Bell		Duty
eed Martin F-22	films	763 Jack the Rippe		arfare
aptor	689 List of social networking	764 Hugh Jackma		m
se New Year	websites	765 Jamaica		Murp
Tree Hill (TV series)	690 Usher (singer)	766 Lysergic acid		en E
Woods	691 Seth MacFarlane	767 Al Pacino		
t De Niro	692 English alphabet	768 Yahoo! Mail		
sticism	693 Qatar	769 Herpes simple		Cold
nunism	694 Elton John	770 Charlize Ther		
h Winfrey	695 Manchester City F.C.	771 Order of the B		
l	696 Jean-Claude Van Damme	772 Firefly (TV seri		field
orn	697 CM Punk	773 Jake Gyllenha		orme
server	698 Avenged Sevenfold	774 Chuck (TV ser		a Ka
anka	699 A.C. Milan	775 Iraq War		Digi
Black Eyed Peas	700 Eiffel Tower	776 American Horror Story	854 Computer virus	characte
51	701 Friedrich Nietzsche	777 Inglourious Basterds	855 Muse (band)	31 Iron Maiden
	702 Gucci Mane	778 Blu-ray	856 Meme	32 The Girl with
nbine High School	779 Film	857 Heart		Tattoo

In this project, an idiosyncratic database of 1000 art world entities, luminaries, and others are drawn from *The Master Index,* complete with their rank. Emerging from work made while Artist-in-Residence at Microsoft Research earlier this year, the artist's custom software tessellates over the Wiki-page source code, creating continuous forms and colors, the syntax and layout of the code itself informing the composition. Color "themes" are taken from Adobe's Color website, as a color palette's popularity is matched to an art world entry's position in the *Index*.

Both *The Master Index* (wallpaper) and *Local Index* (video) piece are available by commission.