

My artwork is a reaction to America's current obsession to obtain quantifiable data in every facet of our personal and professional life. Smartphones, tablets, wearables like Fitbit, Garmin devices, surveys, assessment, and testing are influencing the way we appreciate the human experience.

Many cyclists use power meters and computers attached to their bikes to graph and analyze every aspect of their ride that reaches far beyond a simple miles-per-hour readout. And those of us who ride with them hear about this data. Constantly. I question the benefit, truth, and application of these measurements that dehumanize the experience...the RIDE

Drava mimics the collection of data obtained with Strava, a cycling and running GPS tracker. Through a truly analog method of pencil and paper, I'm creating a physical record of my ride experiences. These drawings are created through the act of riding a bike – bumps, accelerations, braking, and flow – creating abstract images.

I have designed, hand built, 3D printed, and laser cutter numerous devices throughout this project. Most recently; cardboard, zip ties, rubber bands, and coins, are my building materials---resulting in the latest device which can be easily produced and shared- My tongue has been firmly pressed against my cheek throughout this entire process.

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<http://www.markbowersart.com/drava.html>

Ingredients

- Asparagus rubber band
- 5/64 Drill bit- drill center of Quarter
- Illustration Board-drawing surface
- 4mil Corrugated Cardboard
- X-acto knife
- Ruler
- Quarter-(25cents)
- Colored pencil
- Lighter-heat coin and push colored pencil (stripped) lead through drilled hole
- 13 Zip ties
- Spray Can of Shellac- *optional moisture resistance
- 2 sided tape- tape down illustration board to device bottom
- Sweet Bike Ride

drava



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