

APPS ARE THE NEW CANVAS

WITH ONE OF TODAY'S MOST LEADING DIGITAL PRIMATES, SCOTT SONA SNIBBE

Sometimes it doesn't have to be complicated – the work of American artist Scott Sona Snibbe is mainly about bringing meaning and joy to people's lives. That's exactly what he wants to show with his latest project, Eyegroove. He started his career at Adobe, as one of the early developers of After Effects.

Eyegroove's precursor, Snibbe Studio, was where he built some real gems of apps, including the world's first app album – Bjork: Biophilia.

'MUSIC VIDEO IS THE MOST POPULAR CONTENT ON YOUTUBE, AND IT SEEMS INEVITABLE THAT USER-GENERATED MUSIC VIDEOS WILL BECOME A WILDLY POPULAR FORM OF SOCIAL CONTENT, NOW THAT WE'VE GIVEN PEOPLE A TOOL TO CREATE THEM INSTANTLY AND EFFORTLESSLY.'

The combination of artist, entrepreneur and researcher makes Scott a fine example of the contemporary artist. He knows like no other how to implement his digital tools and, in doing so, to genuinely surprise people. We are very curious about where he gets his energetic passion for apps and where he ultimately wants to go. So it's high time for an interview with Scott Sona Snibbe.

How did it all start?

I was introduced to computers in a "gifted and talented" program at Pacific Grove Middle School, age ten, when they took eight or so students at a time into a special room filled with Apple II+ computers running Logo. We created graphics and I remember being completely entranced by the process of computer programming, and especially with the quality of the emissive color on the monitors.

"After that class I knew that was what I wanted to do with my life: interactive computer graphics."

How do you feel about living in this digital age?

What I first loved about computers was that you are only limited by your imagination and technical abilities in order to create with them. All other media, besides writing, require diverse material resources and personnel to create with. If you have real vision you can see that computers allow you to transcend the laws of physics, space, and time, to connect people with realities that were only imagined before the digital era.

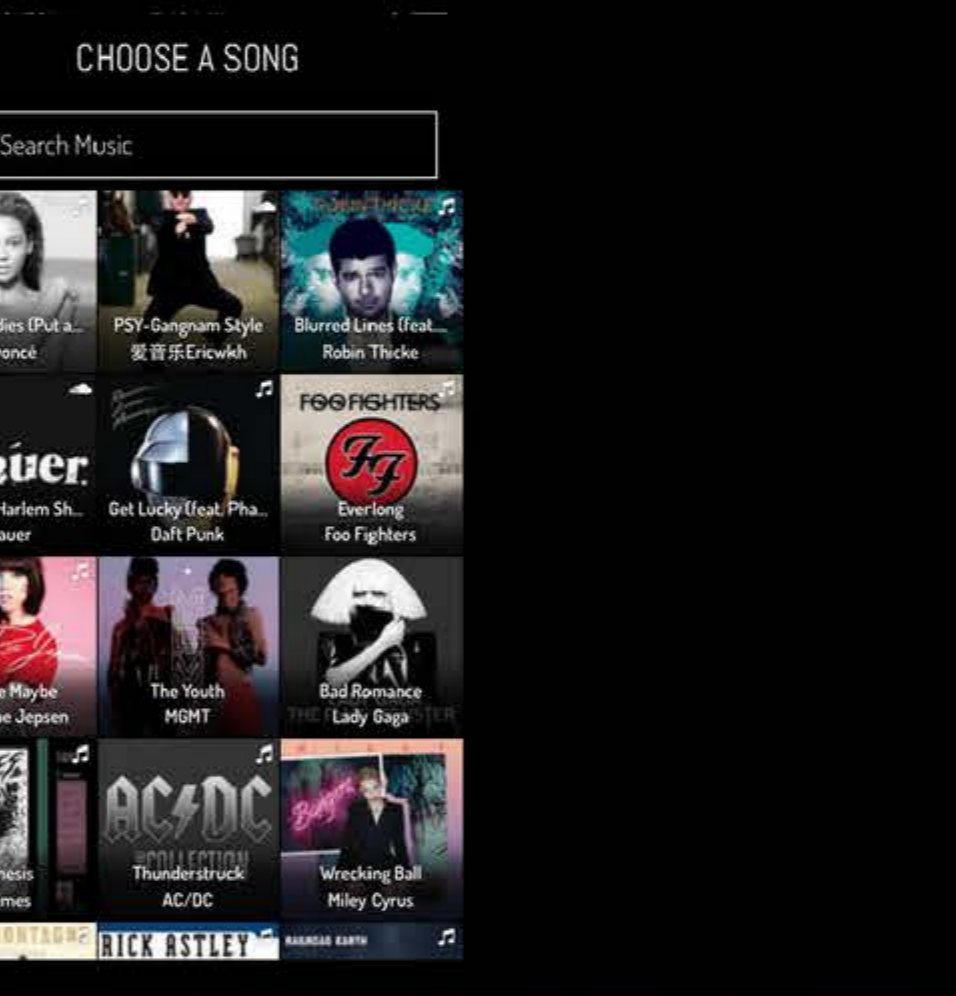
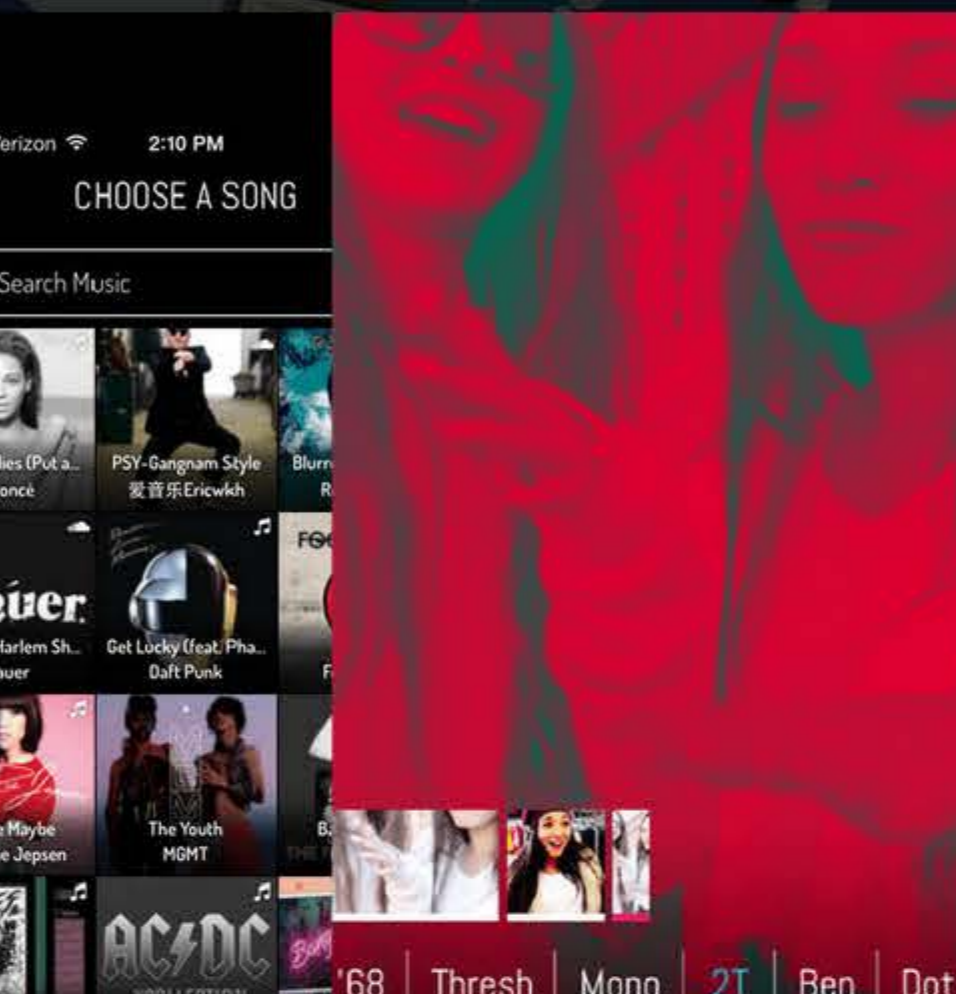
"The value of nature, I think, is a kind of gigantic mirror to get to know yourself, to listen to yourself in the context of the universe."

What are your hopes and dreams for the future of the studio?

I have steered my studio to focus 100% on a new platform, called Eyegroove, that is meant, eventually, to be "Instagram for interactivity." The Eyegroove app, in its current manifestation, is a place where people, for the first time, can express themselves in the most popular form of audiovisual creativity – the music video – by instantly and effortlessly combining music, video, and interactive effects.

"It turns out that people don't want to have ten thousand apps the way they enjoy ten thousand songs or movies. They just want their top ten or twenty apps."

So I am going for it, and trying to make a top ten app where, for the first time, you can make a truly fantastic video effortlessly. I'm already seeing how people are using this medium as a new form of communication, and that's where I see culture going. People communicating by sending each other little, beautiful creative gems of video, music, and interactivity; their lives packaged into satisfying and emotionally expressive bursts.



How would you like to see the digital world and the physical world evolve together?

What I am noticing is that young people today care less and less about possessions, which I find wonderful. Kids don't want cars, stereos, fancy clothes, etc. They just want their Internet connection and their Facebook/Instagram/Snapchat account.

"It's my sincere hope that this trend continues and that we all essentially distill our material lives down to one possession: a smartphone. That frees us up for experiences."

This is a trend you are seeing, where people are more-and-more thronging to unique live events, concerts being one of the most popular; or music and art festivals like Coachella or Eyo or Moogfest; strange and wonderful ephemeral experiences like pop-up restaurants, and so on. The digitization of our lives is making us hungry for unique person-to-person social experiences, and the power of social media means that if something is good, it can grow fast. A lot of these events that I love sell out thousands of tickets in a matter of minutes.

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