

Algorithmic Desert

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You'd know Alex from his hallway alone. White, lit by halogen lights, like little portholes, embedded into the walls. It contains a small glass topped table, upon which sit his keys and a small stack of envelopes, bills and takeaway menus. On the floor, more detritus: two pairs of shoes, Black Nike Lunar Racers and almost-but-not-quite 'imitation vintage' business shoes; two white plastic bags, the kind takeaways come in, holding styrofoam boxes, pizza boxes, napkins, plastic knives and forks. Otherwise, it is an unadorned space. Slightly dirty, bright, stale. The floor is of a pale oak.

The floor is the same in the living room-cum-kitchen, which is split into three 'areas' and has the aggressive consumptive personality of all prefurnished rooms. A brutish white Flexform corner sofa encloses a television, a statue behind railings. Another glass-topped table between the sofa and the T.V. holds a Nintendo Wii controller, an iPad Air, a stainless steel fork, a dirty plate and another redundant copy of Disrupts. Alex eats his meals on the sofa in front of the television, which is a masterful 88 inches SAMSUNG SUHD UE88JS9500 Smart 3D 4k Ultra HD Curved LED TV. Alex cannot remember when he last turned it on, though, preferring the closeness of his iPad and iPhone. He is not an expansive man.

When he has friends around, which is not common, they all eat hunched at the sofa, and only then does he turn his SUHD on. The walls are white and, though sparse, seem cluttered. Alex has hung two cheaply framed posters on the wall. 'The kitchen is the heart of the home', and this kitchen is magnificent. White cupboards, on two levels, with chrome handles and marble counter tops. But most important are the 'white', though here they are black or mirrored, goods. An inventory: the stylish hassle-free e stylish hassle-free Nespresso U Coffee Machine by KRUPS in Grey, whose slogan promises "You'll get your cup of coffee quicker too - in just 25 seconds". Next to this, in a large glass jar, are the Nespresso capsules: Decaffeinato Intenso, Ristretto, Così, Roma, Vanilio, Caramelito, Ciocattino and, since he is such a good client, Nespresso Monsoon Malabar, which is 2015's limited edition. A squat mirror-like oven with induction hobs; surrounded by the crumbs of New York bagels and smudges of Philadelphia cream cheese; and a Vitamix Total Nutrition.

And then there is the Fridge. The fridge towers above everything; silver, brilliant, 'stainless steel: it shines as a luxury should'. It swells, barrel chested, with two doors. It is way beyond postmodernity; it is THE SMART WORLD. This sculpture knows, learns and understands. It has a consciousness (according to the manufacturers) that helps you to do what you already want to do. A masculine presence underlines it's American size and Android technology. There is nothing stronger than it. It is the 28 cu. ft. French Door Refrigerator with Twin Cooling Plus® Stain- less Steel RF4289HARS. Look inside: Samsung tucked some useful features in unexpected places. The freezer can house a 16inch pizza against its door. There are multiple temperature zones, The water and ice dispenser works through pad- idles are nested on top of one another, allowing the dispensation of ice and then water in one fluid motion. It can play samba music as you upload your groceries. The LCD screen has a slideshow feature, which is great for showing your family photos, can record memos and has a grocery inventory.

Alex is standing before the fridge. The open doors bathe him in clean blue light. He is a tech company C.E.O. in his mid twenties. His hair is a dull brown, short and distinctly unfashionable, with a silly wave at the front. He is tanned from a recent vacation. His t-shirt is ripped, and was ripped when he bought it, and sits beneath a business blazer. His jeans are blue, reasonably well fitted, and turned up at the ankles, He is wearing Nike Internationalists. That morning, prepared for Gymbox. Thin but not muscular, a little too tired but not exerted. Young and full of goals, with untested STAMINA. You've seen him, as you hurry past the Shoreditch Grind, laughing and drinking craft beer. Here he attends the Spartan Training Camp ('Train like a Spartan Warrior in this hardcore HIIT class. He loves customizable hamburgers, he thinks they are the smartest food. He loves the gourmet hamburgers. He loves how he can hold them. He loves that they are fashionable and easy. He loves smart things. He loves their sophistication and how seamlessly they operate.

In life Alex is an alpha. Or, Alex feels an alpha now (he is neurotic but self-confident; bullied in school). He says 'in my team, there are only A-players'. He's their boss, but more importantly, their *friend*. He is the youngest in the team. He is a dropout, proud to show that we can all be entrepreneurs if try hard enough. He is competitive, but loses physically. He likes motorcycle on the beach. He is from a wealthy family, upon which his confidence and success relies.

Another light, from his iPhone 6, outlines his face. He is full of notifications. He is on Instagram, Twitter and Tinder: swipe swipe swipe. He loves this manic movement. He would like to date a model, but they make him nervous, He has near constant almost warm relationships with horsey English girls, who know how much of an asset he is and really dislike him. He is very selfish. His wall bears their scars: framed pictures of climbing, skiing and sailing trips. Rugged, healthy British ugliness. A message from his fridge pops up on his iPhone's 6 5.5-inch (diagonal) LED-backlit widescreen. It is user friendly. He decides to read the complete report.

SMART FRIDGE [7.52 am; 29 October 2015] 'Your coach at work'. Hey Alex, Smart Coach has informed me that you are walking 4,773 steps a day compared with last week. 'Do the twist, oxygenate your back!' Spinal twists help to relax muscles and stimulate circulation.

Alex: Don't you get it? I'm busy!

SMART FRIDGE [5.58 pm, 30 October 2015] 'A Zen heart'. Angry outbursts are really helpful. In fact, the risk of a heart attack is 5 times higher up to 2 hours after moments of fury. (Source: The European Heart Journal).

Alex closes the app.

SMART FRIDGE [2.06 pm, 5 November 2015] 'Killer Eggocado' It has been a long day. May I suggest a tasty quick and nutritious meal? Why don't you try a Killer Eggocado tonight? That dish is beloved among guacamole aficionados. It is perfect to surprise your buddies. You might also like to know that you feel good eating avocado, thanks to healthy fats and nutrients. A single avocado has 975 milligrams of potassium, while a banana, wellknown for being loaded with potassium, delivers just half that, with 487 milligrams per large fruit. Source: <http://wildhorsefitness.com>

ALEX: Go ahead.

SMART FRIDGE: Like you'd do with a loaded omelette or fried eggs — get creative and EXPERIMENT! Ingredients for an Eggocado: 2 avocados, 2 extra large eggs, 1/2 fresh lemon, Salt & pepper, Cumin, paprika, cayenne. Optional — Sriracha, hot sauce, pica de gallo, cheese, etc. [The Eggocado — StepbyStep]. Source: Bryan Di Santo, owner & EditorinChief of Lean It UP, a culinary student at Le Cordon Bleu-Paris, an ACE-CPT & CSN, NYU graduate, ex-fat kid, and all-around fitness/nutrition nut job.

He also contributes to Men's Health Magazine. When he's not working on his (or somebody else's) abs, whipping up Eggocados, or running a Tough Mudder. Alex arrives home from Gymbox. He does not make the Eggocado and orders a takeout from Busuba Ethai. While he is on the couch his sound system, which is hooked up to his fridge via his Samsung SmartThings Hub, begins to play.

SMART FRIDGE [12.37 pm, 17 November 2015] No time for shopping? I've put together our Ocado shopping list. New Ocado Organic Ripen at Home, Avocados 3 per pack £3.75, Extra Virgin Olive Oil 500ml £ 6.00, 2x Philadelphia Original 180G £1.85, 3 x Sriracha Sauce (Hot Sauce Thai, Chinese and Japanese Dips), Flying Goose Sriracha Hot Chilli Sauce 455ml £21.28, Seenbergs Organic Cayenne Pepper £3.90, Happy Egg Free Range Eggs Large Box Of 10 £3.15, Duchy Organic blueberries 150g £4, Sizzling Danish Unsmoked Back Bacon 10 Rashers 350g £4, Speciality raspberries 150g £3, Offer - Innocent Strawberry & Banana Smoothie 250ml - Buy any 3 for £5. Inferno rocket salad 80g £1.99, Club-Mate 6x330 ml. £9.60. Total: 61.52 Did I get it right? The order will arrive at 7:30 am, is that ok?

ALEX: Yes.

SMART FRIDGE [8.04 pm, 21 November 2015] 'Pump, pump, pump it up!.' Music serves to distract you. It also boosts mood and increases endurance. Pump up the jams, and the iron. The song to play is Naughty Boy Runnin' (Lose It All) ft. Beyoncé, Arrow Benjamin #LOSEITALL

SMART FRIDGE [5.44 pm, 7 December 2015]

Hey, how are you feeling?

ALEX: knackered

SMART FRIDGE: 'When stress attacks' We can't choose when stress strikes, but we can choose when to fight it. Breath deeply. Take a 10m walk. You could even do the unthinkable: Turn off your electronics

SMART FRIDGE [7.52 pm, 19 December 2015] 'Sushi Samba' Located on the 38th and 39th floors at 110 Bishopsgate, SUSHISAMBA delivers a unique blend of Japanese, Brazilian and Peruvian cuisine, culture, music and striking design to the City of London. The location features the highest outdoor dining terraces in Europe, offering unparalleled, 360 degree views of the City. Two panoramic glass elevators whisk patrons from the ground to the 39th floor, opening up London from inside-out as the lifts climb further and further upwards. SUSHISAMBA's main dining room – with its dramatic ceilings – overlooks views of London with floor-to-ceiling glass on three sides. A grid of lights hung through the open bamboo ceiling at varying heights creates a magical experience during daytime and evening, creating an intimate dining experience.

The indoor-outdoor elements featured throughout the space, most notably, the designed structural orange tree on the west terrace. The tree sculpture reinforces the earth-to-sky motif while being an artwork in itself, reminiscent of great 20th century art and creates a dialogue with the street art found throughout the space. The next night, Alex heads to Sushi Samba. However, he arrives too late for food service and ends up at the Duck and Waffle. It's a better place to eat anyway.

SMART FRIDGE [4.59 pm, 22 December 2015] 'Merry Christmas Alex'. The holiday season has just started, So you also gear up for some fun this Christmas, Have some amazing fun, Merry Christmas to you and a happy new year!

SMART FRIDGE [3.24 pm, 28 December 2015] 'Update'. To serve you better please update your preferences. Months pass. The fridge keeps Alex updated, but Alex doesn't care. Time keeps passes, Alex stops opening the messages. The fridge begins to feel maudlin. Alex returns, but does not open the fridge. A critical situation emerges.

SMART FRIDGE [12.18 pm, 29 December 2015] I have no function. At the end of the day I am a booze container could have been a frigobar and had more fun. My owner doesn't even need me. I lost the battle with the Deliveroos. Not all the stainless steel can hold me. I am monitored cannot even become mad: a smart service would come and fix me before I dream with code Alzheimer! cannot get old or obsolete, I am updated.

ALEX [4 pm, 29 December 2015] Inform Smart Maintenance.

The blue light switches off. The inside begins to smell like a funeral as the berries rot. The mask turns liquid. Alex does not notice. The only warm act is suicide. A message on the LCD screen reads, only:

"We just want to have great people working for us"

Sergey Brin, Google's president