



## The Museum of Dating

Online dating has only recently become a culturally and socially acceptable phenomenon, but the use of technology to match singles has a long history. In the 1960s, computerized dating systems appeared in the Anglo-American world, which worked through questionnaires and customized algorithms. The early stages of **computer dating** are shared between the USA and the UK. In the mainstream history of dating, the first instance of the use of computers to match singles dates back to 1965, with the invention of Operation Match by two students at Harvard. In a development very similar to that of Facebook, a service initially intended for students (then separated by gender in campus) was later extended to the general population.

But before Operation Match launched its first match-up program, a woman running a marriage bureau in London had come to the conclusion that computers were the future of dating. Joan Ball founded a computer dating service as an extension of her matchmaking business in Piccadilly Circus, London, in 1964. The **film "Joan Ball. The Lady of Computer Dating"**, written and directed by curator Valentina Peri, allows visitors to follow the incredible story of this entrepreneur woman through an interview and archival material about the St James Computer Dating Service, later to become Com-Pat, and its main competitor, Dateline.

The aim of the exhibition "**The Museum of Dating**" is to place the contemporary phenomenon of online dating within a spectrum of older technologies, practices, narratives, cultural and media artifacts.

Curator Valentina Peri presents an ongoing **timeline of the history of dating** with a focus on England and the emergence of dating mediated by computerized technology in the 60's. It traces the path from the family-monitored courtship of the 50's ("calling"), to the subsequent boom of the personal ads in the press, from the development of marriage bureaus to the emergence of the first computer dating services of the 1960s, from the introductory videotapes of the 1970s to the bulletin board systems of the 1980s and it ends with the creation of the first online dating site in the mid 90s.

The timeline is enriched by cultural, social and political facts and processes, both official and niche, that have contributed to shape the dating phenomenon and the idea of singleness until today. Part of the exhibition is also a selection of **cultural artifacts and mass culture productions**, board games, movies, sit-coms, television programmes, books and old technologies, that are put into perspective through this chronological reconstruction.

The work of artist **Lordess Foudre** resonates with the content and the topics of the exhibition. Her digital collages and drawings interrogate the technological infrastructure of normativity, the social derives of the misuse of social networks, and contribute to a growing body of conversations about transhumanism in the past, present and speculative futures.

According to Zoe Strimpel, who has extensively studied the way people used to seek love in Modern Britain, digital technology has completely changed the appurtenances and affordances of matchmaking via a third party. But the assumption of total rupture on a social level hides how digital matchmaking fits within a longer history of mediated dating, in which the methods of matching have constantly interacted with social dynamics both new and old.

"**The Museum of Dating**" makes it possible to shed new light on key categories of historical understanding such as gender, generation, class, race and social status, through analysis of the power dynamics at play in partner selection within the context of the couple, the family, and the community beyond. This historical study of dating can also help to better understand the ability of seemingly neutral technologies to extend the power and belief systems of particular groups, replicate heteronormative categories and create new social needs.

Valentina Peri, 2023

## JOAN BALL. THE LADY OF COMPUTER DATING

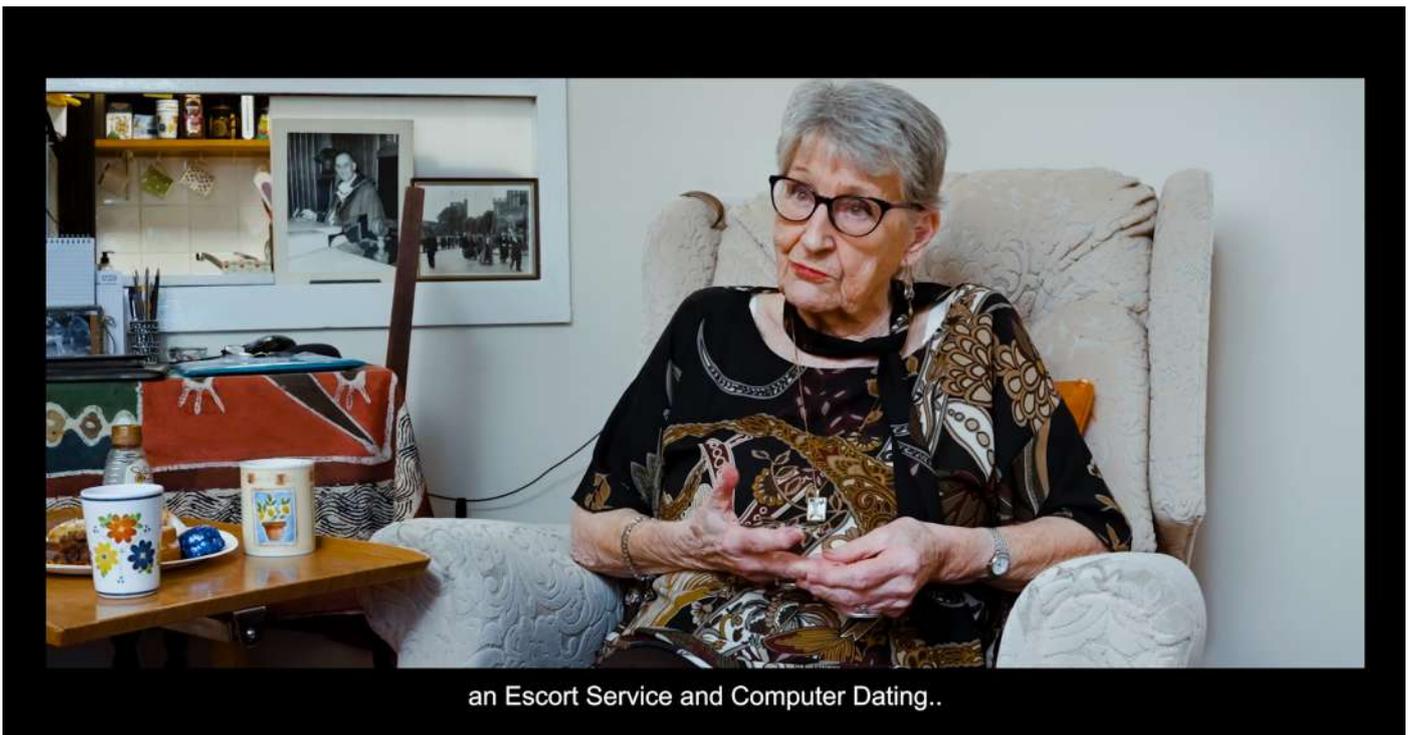
Film, 2023

Written, Directed and Produced by Valentina Peri

Starring Joan Ball

Running Time: 35 min

[LINK](#)



In 1964 Joan Ball, a woman running a marriage bureau in London, had come to the conclusion that computers were the future of dating and matchmaking. Joan Ball founded and run the first computer dating company in the UK: The St James Computer Dating Service, later to become COM-PAT.

Curator Valentina Peri contacted Joan Ball in 2021 and finally met in London in 2022, to access her archive and document the amazing stories she had to tell.

This film by Valentina Peri in collaboration with filmmaker Jhenyfy Muller will be premiered at the occasion of the exhibition.

Valentina Peri's curatorial research is supported by Fluxus Art Projects.



# From the hub of the world comes Com-pat

## Britain's first computer dating service

So you're interested in meeting that girl or guy in a thousand? You couldn't have come to a better place, because we can honestly claim to be the most advanced computer dating service in Britain, if not the world.

When we pioneered computer dating in Britain back in 1961, we already had over twelve months of research and development behind us. And today

even our closest imitators have not been able to develop a computer program as sophisticated as ours. We at Com-pat jealously guard this lead so that we can give you real value-for-money, by assuring you that the people we put you in touch with

are as right as possible. What's more they will be living close at hand; you yourself specify the farthest distance you would be prepared to travel.

Now you'll want to prove Com-pat for yourself. That's

just as simple as filling in the Com-pat Data Form and sending it back to us with your remittance. Do it now. No matter what your age or occupation, Com-pat can help you find the people you want to know you. People on your own wavelength. Remember, we're only in business to help people meet people they enjoy being with, and we think it's one of the nicest businesses to be in. You've only got to see the letters from our clients to believe that.

### Read what clients say about Com-pat

"I am glad to have found the courage to contact you. Having done the rounds of the personal columns and various agencies without success, I shall never forget that you came up with the perfect mate first time and restored my faith in the opposite sex. Long may you continue to thrive in your chosen work of spreading happiness as the best matchmakers in history." *S. M., Penge.*

"Regrettably I must now terminate my membership of your organisation as I am going to be married in September to another Com-pat member. I am going to make sure he lives up to his membership too!" *N. G., Piffers Bar, Herts.*

"What a pity your computer service was not in operation 15 years ago when I was your age. But I am grateful to have found it now." *D. P., Bangor, North Wales.*

"Can't say that having taken part in one run last month I am immensely pleased with the results, having met several interesting people - one particularly interesting one." *L.W., Leicester.*

"I would like to say that I could not be more pleased by the service given by you. It is truly excellent and worthwhile." *M. A. C., Sheffield.*

"You're marvellous. I have found my ideal partner and many friends want to have a go too." *S. A., Wetherham, Kent.*

"I am grateful to the team who are using a tricky, demanding machine with so much intelligence and understanding." *E. G., London, N.W.3.*

### They've said nice things about us on Radio and TV, too!



Did you hear Joan on Jimmy Savile's Speak-easy radio programme or see her on the David Frost Show on T.V.? These are just two of the great programmes that have featured Com-pat.



You're always welcome at Com-pat's offices at 213-214 Piccadilly, if you want a chat and a look-round.

### Com-pat makes the headlines

"... I am amazed at the success of the adventure." *Daily Telegraph magazine.*

"Com-pat of Piccadilly, London, really is the last word in blind dates..." *Daily Mirror.*

"... thousands of people all over the country are eagerly trying out dating by data..." *Leicester Chronicle.*

"... a suitable procedure and better than the chance selection offered in random social activities." *Data Processing.*

"You can find your Raquel Welch through a computer date..." *Channel Island's Sunday News.*

"... a service which is fun for some, deadly serious for others..." *Bristol Evening Post.*

"... hundreds of thousands of scientific blind dates have been arranged." *TV Times.*

"... helping lonely men and women to find each other." *The Sun.*



### Now it's up to you

We welcome new members, and that includes your friends. So if you have any friends you feel could be helped by coming to us, don't hesitate - put them in touch at once.

For remember, we are not a machine, and you are not just a number - Com-pat really cares.

### Coming soon



Com-pat are always on the lookout for new ideas to help their clients and we're now working on two real winners.

One is the Com-pat Compatibility Club. This is going to be an exciting club in London where you can arrange to meet your friends in truly sociable surroundings and where you'll always be assured of a real welcome. Whether you live in London or just pass through it now and again, you're going to find Com-pat's London Club a boon.

Watch out for opening details.

Another great idea from Com-pat is the new Com-pat Accommodation Service. Using Com-pat's Computer Compatibility Research techniques, our new service will ensure the greatest degree of compatibility in new flat-mates and give information on accommodation available. Write for further details if you think this service could be of use to you.

### A message from Joan

I have always felt strongly about people wasting their lives and their time. So many wrong emotional attachments, so many wrong marriages.

The side effects on people are obvious. They can often lose their drive, their jobs, and their appeal to the opposite sex. And all this by having no means available to help them meet the right people.

In 1961 I sought for a formula that would get people together in a natural and uncontrived way.

It was at that time that a friend breathed the word COMPUTER at me. Match people by computer - the idea seemed preposterous!

On careful reflection, however, I realised what a marvellous thing it could be, if handled the right way.

Today I think I can safely say that my early intuitions were right. When I look back over the past ten years and think of the many thousands of lasting friendships brought about by Com-pat, I feel that it has all been worthwhile.

Now we're in the 1970's with the dynamic, successful and proved formula that I have long been searching for.

### How it all works

As you'll appreciate, with thousands of Com-pat members, it would be an enormous task for anyone to go through the completed forms to find those people who are best suited to each other - indeed, before the days of computers it would have been virtually impossible. But that's not the whole story. As we said before, ten years of research have gone into the design of the questions in the Data Form, and of the computer program which takes each question in turn and uses the answers you give to build up the Compatibility Indices. Such a sophisticated program needs the most advanced computer technology.

Quite clearly, a powerful computer must be used for this - far more powerful than a computer dating firm could afford to own. So Com-pat uses time on a computer capable of 500,000 character extractions every second. It has 32,000 locations of storage in its core memory, 5 magnetic tape drives providing simultaneous transfer of information each at a rate of tens of thousands of characters per second; a bank of discs each of which has storage space for 8,000,000

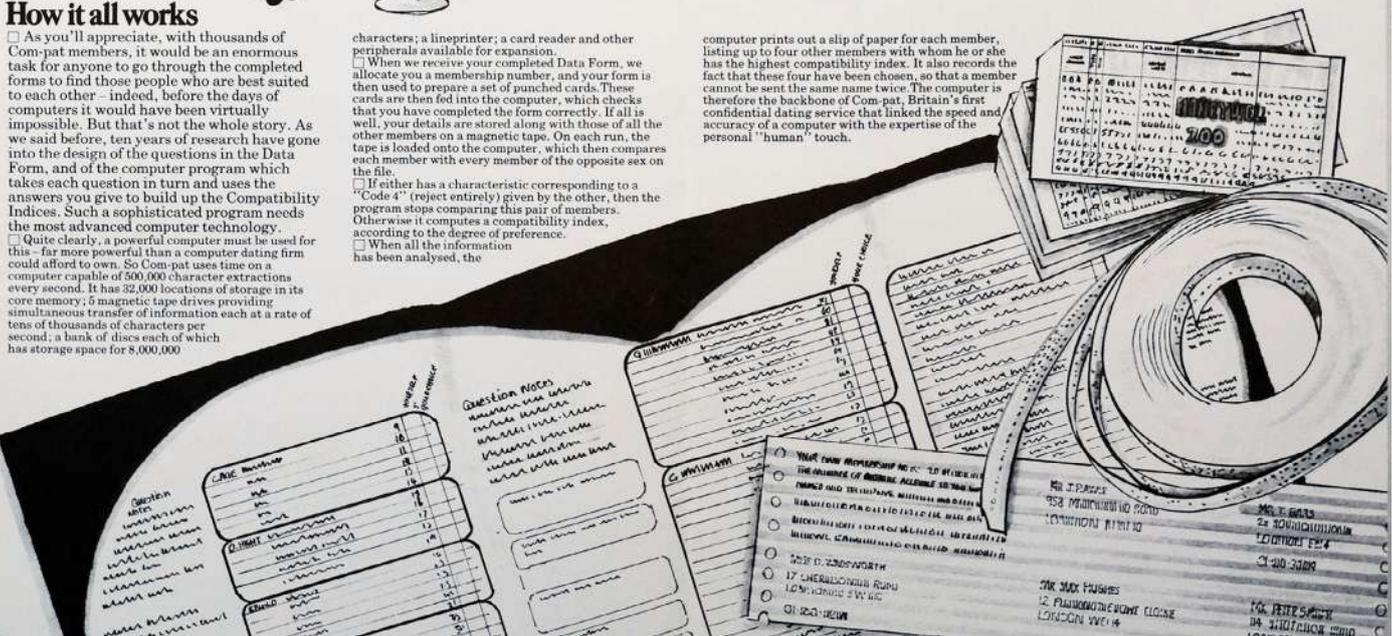
characters; a lineprinter; a card reader and other peripherals available for expansion.

When we receive your completed Data Form, we allocate you a membership number, and your form is then used to prepare a set of punched cards. These cards are then fed into the computer, which checks that you have completed the form correctly. If all is well, your details are stored along with those of all the other members on a magnetic tape. On each run, the tape is loaded onto the computer, which then compares each member with every member of the opposite sex on the file.

If either has a characteristic corresponding to a "Code 4" (reject entirely) given by the other, then the program stops comparing this pair of members. Otherwise it computes a compatibility index, according to the degree of preference.

When all the information has been analysed, the

computer prints out a slip of paper for each member, listing up to four other members with whom he or she has the highest compatibility index. It also records the fact that these four have been chosen, so that a member cannot be sent the same name twice. The computer is therefore the backbone of Com-pat, Britain's first confidential dating service that linked the speed and accuracy of a computer with the expertise of the personal "human" touch.



# TIMELINE

**1946**  
**Do Not Fold, Spindle or Mutilate**  
Look by Doris Miles Disney but a girl filling out a regular dating service card has a fictional name, who is up murdered.

**1948**  
**Do Not Fold, Spindle or Mutilate**  
refers to a phrase used on the punched cards, became a motto in WWII.

**1951**  
**Time Out**  
Lonely Hearts ads section is part of the magazine.

**1951**  
**Do Not Fold, Spindle or Mutilate**  
Based on the 1930s book by Doris Miles Disney, the film by Ted Post features Helen Hayes, Myrna Loy, Michael Redgrave, and Sylvia Sydney as elderly women who create an amusing, fictitious computer dating profile as a joke and reap sinister results.

**1952**  
**Cosmopolitan**  
First women's magazine to explicitly target relationships and sex.

**1952**  
**Mystery Date**  
Milton Bradley Board Game, reissued from 1965.

**1953**  
**End of Com-Pat**  
Joan Ball's Com-Pat was sold to its main competitor, Dataline, which became the only active computer dating service in England until the 1990s.

**1957**  
**Singles**  
Dataline's national monthly magazine aimed at lonely hearts in England, with articles on psychology, advertising, holiday offers, films and book reviews addressing singleness. The magazine contributed greatly to the construction and legitimisation of the single in the UK. It was the voice of Dataline's founder John Paterson, and a major support for his empire of singles societies, bars and singles holidays business.

**1978**  
**First BBS Bulletin Board System**  
Messaging platform, allowing text-only dialogue between two or more connected users. Users needed a computer, such as an IBM PC or Apple II, or a Commodore 64 - 6541, a software, a modem, and a phone line. You accessed a BBS by dialing into the phone number allocated to it. Hearty overlaying on BBSs was presented in HTML, called ASCII, or rendered in low-resolution images called ANSI art. Some BBS specialists in online dating messaging.

**1978**  
**Singles Holidays by Dataline**  
Dataline's singles holidays business formed part of Paterson's lonely hearts empire, together with the magazine, single bars disseminated in London, and many other singles societies.

**1993**  
**Matchmaker Electronic Pen-Pal Network**  
It's a bulletin board system for romance launched by Jon Booke and Scott Smith. Matchmaker would grow to 14 local BBSs throughout the US. Eventually people would lose interest in BBSs would lose out to the World Wide Web, and Matchmaker would be superseded by the website Matchmaker.com in 1996.

**1983**  
**Dear Box Number**  
Film directed by Carol Wiseman. Jane Mackenzie is a widow who answers a lonely hearts advertisement. Bernard Hopton is the advertiser. She thinks he might be the right man to become her next husband when he settles in with her, only to find that he enjoys a very pleasant life with the various women he meets in exactly the same way.

**1957**  
**Americana**  
Don DeLillo referenced computer dating in his debut novel, *American*. The book's opening scene contains a hostile exchange between the protagonist, a publishing television executive named David Bell, and a young woman named Piv. "Quincy tells me you've got a new boyfriend," David says to Piv. "Quincy tells me you met him through a computer dating system. Piv replies: "That lying bastard."

**1972**  
**The Joy of Sex**  
Nonfiction illustrated sex manual by British scientist and physician Alex Comfort.

**1972**  
**The Encyclopedia of Love and Sex**  
A comprehensive guide to the physiology of sex, the art of loving, and the psychology of love. Published by Marshall Cavendish.

**1975**  
**Great Expectations**  
Founded by Jeffrey Littman in Los Angeles, it is the first video dating service in the world. It had 28 centres in the USA and 11 in Mexico. Members would go to a Great Expectations office, where they would read through three-ring binders of printed profiles. If they found a profile they could check out the person's videotape. Littman would then place personal phone calls to his members with news of a "mutual consent."

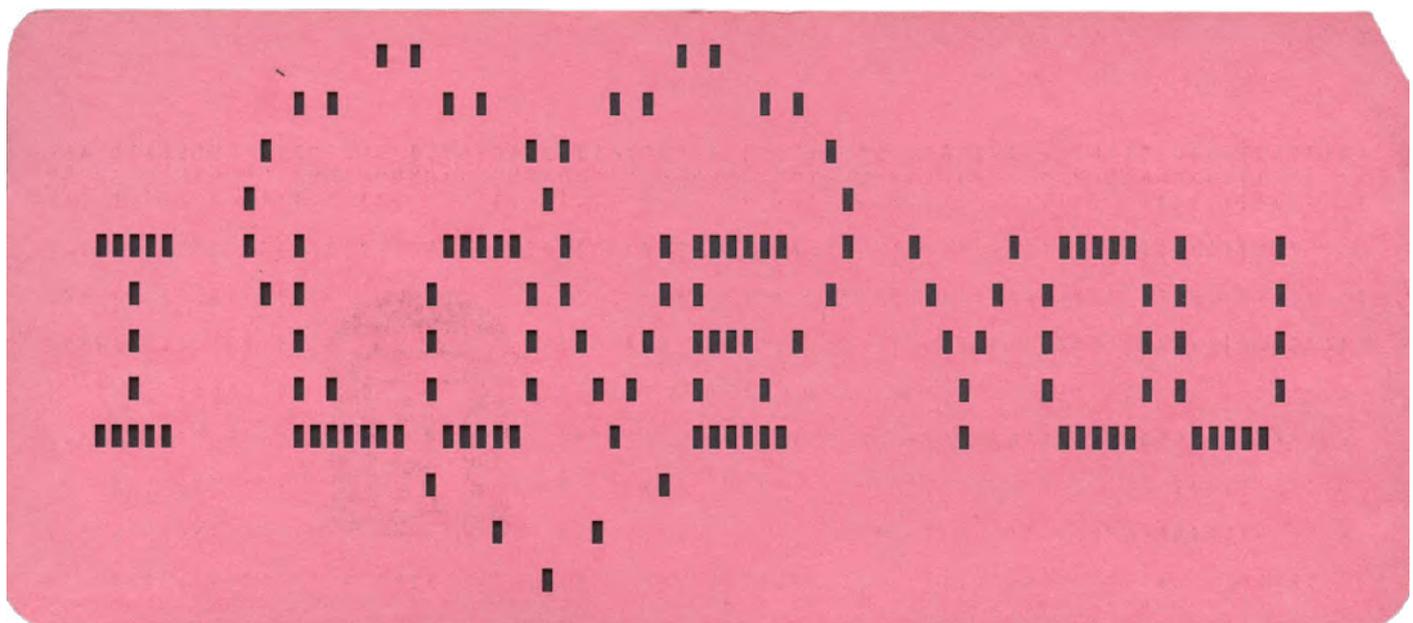
**1981**  
**ABIA - Association of British Introduction Agencies**  
The ABIA is a non-profit making association. Introduction agencies apply to become members of the and adhere to a Code of Practice. The ABIA regulates the practice of the registered dating agencies London has to offer to ensure that these agencies are complying with the code of conduct and meet the standards. It still exists today.

**1983**  
**Love Connection**  
American TV game show whose main premise was to arrange dates for couples. A game, played on the show after going on a date with one of three contestants, having chosen on the basis of the contestants' videotaped profiles. After the date, the selected appearance was scheduled.

**1976**  
**The Equal Pay Act**  
An Act to prevent discrimination as regards terms and conditions of employment between men and women.

**1978**  
**Sex Discrimination Act**  
Law against discrimination at work based on sex or marital status.

A detail of the timeline about the history of dating, with a focus on England, and the emergence of computer dating in the 60's



Original punchcard, 1969, from THE University of North Carolina. Valentina Peri's personal collection. Donation from Jim Scott.

introducing **Com-pat**  
the more human computer  
dating service

By yourself, you may not be able to find the perfect person for you. — But we have locked away in our computer the information to match you to the partner who both interests and attracts you — the partner you are seeking, and who is looking for you.

Dateline is the longest established and most successful computer introduction service.

Whether you're looking for a permanent partnership, a deeply satisfying friendship, or just for someone to talk to who will share your interests and attitudes, Dateline is for you: It is a completely personal and reliable service which thousands upon thousands of people already use, because when you meet through Dateline you know a good relationship is possible even before a word is spoken.

How do you know? Above all, because there are two sides to every good relationship, and Dateline gets both sides right before you meet. First we ask you to fill in the questionnaire, so that you not only describe yourself, but also the sort of people you are looking for. Next we load this information into our own computer, safely locking your confidential details into its memory banks, until they are needed. Then, at the touch of a button, the computer searches through literally millions of items to find people who are also looking for people like you. They are looking for you — you are looking for them. All we do is bring you together. When you meet at last, both of you know that chance is on your side. And that's up to you!

We have over 12 years experience in getting the right people together. The unique Dateline matching system has been developed through continual research by psychologists and computer scientists. Only Dateline can offer you this amount of care. So let Dateline help you meet the woman who wants to meet you.

If you fill in this special Madlar questionnaire you'll get delivered to your home each month a free copy of "Singles" magazine for one year. "Singles" has 52 pages packed with useful information and ways of getting the most out of single living.

Complete the questionnaire on these pages carefully and sincerely and send it to Dateline, 23, 25 Abingdon Road, London, W8. Telephone 01 977 0201.

**Sometimes there is someone who is Right for You**

**Dateline**

If you're Single here is  
**A SPECIAL OFFER**  
from Dateline

12 months subscription,  
worth £5, to  
**singles**  
the magazine that really gets people together.

**FREE**  
If you join now.

**But don't believe us! Read what other people say about the Dateline system.**

NO ONE can tell you about Dateline International's success stories as honestly and as well as the people who actually entered our world of computer dating.

So we have selected a few of the many relationships which have arisen in our past pages in the last few weeks and the following quotations tell it all so best.

"A look, a touch, a kiss. So simple, it all seems new. I never knew a computer had such feelings and sensuality. On my first introduction it was love at first sight."

A.L. Birmingham

"We met through your computer dating system in January and have since formed a happy relationship. We hope to get married early next year."

T.S. Newbury

"...with him as I have met so many friends as I can cope with."

D.T. Madson

"...one of the girls was my first and is my ideal match."

L.T. Siskin

"...will be eternally grateful to your computer for matching us together."

D.C. Lamb

40

SINGLES NUMBER SEVENTEEN

**Operation Match**

COMPATIBILITY RESEARCH INC. / P.O. BOX 72 / CAMBRIDGE, MASS.

Advertising of different Computer Dating Services in UK and USA

## CULTURAL AND MASS CULTURE ARTIFACTS



Mystery Date, a board game produced by MB in 1965 and re-edited in 1972. Valentina Peri's personal collection. Photos Anna Jochymek.



A collection of board games about dating from 1960's to 2000's. Valentina Peri's personal collection.



Exhibition view: Timeline, Board Games and Minitel. Valentina Peri's personal collection. Photos Anna Jochymek.





(COOL)tura

## COME HO INVENTATO il DATING ONLINE

«Volevo che le persone fossero felici, meno sole e repressi», racconta sorridente Joan Ball, 89 anni, dalla poltrona di una residenza londinese per anziani nel documentario **Joan Ball. The Lady of computer dating**, diretto da Valentina Peri, curatrice e critica culturale. Miss Ball, mai sposata, è l'antesignana di Tinder, la prima al mondo che ha usato i computer per mettere in contatto presunte anime gemelle. «Una donna libera (non stupisce sia stata dimenticata) che con un colpo di genio nel 1962 apre a Londra l'Eros Friendship Bureau, una sorta di agenzia matrimoniale con l'obiettivo di fare amicizia», racconta Peri, che da Parigi dove vive è risalita a Joan durante la pandemia contattando un nipote sui social. «La sua fu un'idea rivoluzionaria per l'Inghilterra puntana degli anni '60, soprattutto per le donne». Nonostante i "swinging Sixties", alle donne per esempio non era permesso indossare i pantaloni al lavoro o gestire un'azienda. Altro che sesso o avventure di una notte! Con una vita in salita, in fuga da una famiglia disfunzionale e una dislessia diagnosticata da adulta, a 28 anni

docufilm



Joan incontra Ken, ingegnere elvetico poi suo compagno, con cui scopre l'esistenza di un software che in Svizzera mette in contatto genitori e figli adottivi, capace di processare centinaia di domande. E nel 1964 Ball fonda il *St James Computer Dating Service*, poi diventato *Com-Pat*. Inizialmente nessun giornale rispettabile vuol far pubblicità al suo business, ma poi grazie alle radio pirata illegali e all'uso dei computer; la sua agenzia comincia a crescere fino a mettere insieme un archivio di 50.000 contatti. Funziona fino a quando nel 1974, per far fronte ai debiti, Joan vende tutto al concorrente Dataline. Per anni non si parla più di app per incontri né di lei, che comunque non ha perso la verve, e alla fine del documentario regala un consiglio senza tempo: «Siate onesti: non abbiate paura di manifestare i vostri sentimenti» **Monica Piccini**



A destra. Joan Ball e altre immagini del documentario *The Lady of computer dating*, diretto da Valentina Peri, che fa parte della mostra *The Museum of dating*, al Watermans Arts Centre di Londra fino al 23 aprile.

ELLE Italia  
29 March 2023



## Elle a inventé Tinder avant Tinder: Joan Ball, la créatrice oubliée du «matchmaking»

Article réservé aux abonnés

Tinder lui doit tout. Grande oubliée de l'histoire du «computer dating», l'anglaise Joan Ball, alias Za, fait l'objet d'un documentaire à 87 ans, le premier à lui rendre hommage.



Extrait de «Joan Ball. The Lady of Computer Dating» de Valentina Peri, diffusé dans le cadre de l'exposition «The Museum of Dating». (Valentina Peri)

par [Agnès Giard](#)

Liberation  
4 March 2023

[READ THE ARTICLE](#)



AMORE INFORMATICO

# Così Joan Ball, la madre del “dating”, ha convinto i clienti a fidarsi della macchina

DI MARIAROSA MANCUSO / 07 MAR 2023

Classe 1934, una vita piena di debiti e l'inizio del business a ventotto anni: con il documentario “The Lady of Computer Dating” Valentina Peri racconta la storia dell'inventrice dell'algoritmo per coppie

Il Foglio  
07 March 2023

[READ THE ARTICLE](#)

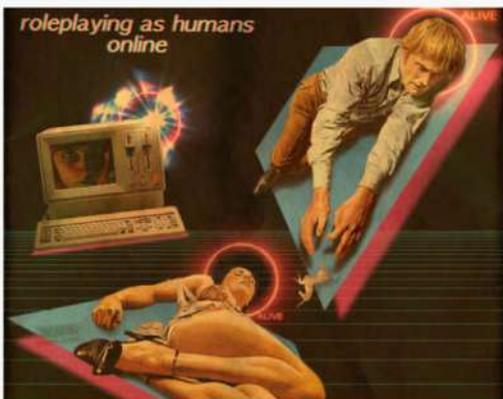


## Lordess Foudre, l'agit-prop féministe

Article réservé aux abonnés

Blog Les 400 culs dossier ▾

Inspirée par le situationnisme, l'artiste américaine Lordess Foudre, dont le travail est exposé à la galerie Watermans de Londres, détourne les publicités sexistes au profit d'un message techno-dystopique.



Libération  
08 April 2023

[READ THE ARTICLE](#)



Lou Reviews  
08 March 2023

[READ THE ARTICLE](#)

PARIS KUNST

## Valentina Peri: Daring to tackle

Valentina Peri is a Paris-based curator, writer, artist, co-founder and former associate gallery director. In her work she investigates the history of media, technologies in the Anthropocene and in the last decade extensively the role of technology in contemporary culture, focusing on love and intimacy in the digital age.

**INTERVIEW: ERKA SHALARI –  
PHOTOS: COURTESY OF VALENTINA  
PERI**

Les Nouveaux Riches  
05 March 2023

[READ THE ARTICLE](#)

[valentinaperi.com](http://valentinaperi.com)

## EXHIBITION VIEWS





## AT TWO DATA FORM

Computer Compatibility Research

London Telephone 01-417 4945/6

...to find out more about Com-Pat Two and feel sure that you will add through our unique method of assessing compatibility. Literally thousands of friendships through joining Com-Pat—we are the experts after all!

...ing this questionnaire with absolute honesty (we can help you find as many friends, attitudes and opinions. You are asked to describe yourself, using a list of persons of the opposite sex with whom you feel you would be most compatible. 4 by which you can tell the computer to eliminate members having...

...form and it to us together with £5. This is your Registration Fee, and you receive Com-Pat. This membership enables you to take part in as many computer runs as you wish for the first one FREE!

...we run you automatically become an 'active' member and will be sent a print-out of people with whom you have the highest mutual compatibility within the UK. During the subsequent three runs you become a 'passive' member and your file 'active' members. Runs take place at approximately weekly intervals. YOU GIVE US ARE KEPT STRICTLY CONFIDENTIAL. We will never give your name, address or telephone number to any other person. We will only act according to the price a tremendous success for you too!

...We will be delighted to help you all we can.

...When you fill in this form, you may not be satisfied with the results, as the computer cannot think, it only does what you ask it to do.

...You answer the questions in Sections 1, 2 and 3 in the following way:

...Use the column headed 'YOURSELF' to tell the computer facts about yourself.

...Write a 1 in this column beside each answer which is true of you, otherwise leave blank.

...Use the column headed 'YOUR CHOICE' to tell the computer what sort of people you want to meet.

...Only leave a box blank if the question is of no importance to you, otherwise you must place a 1, 2, 3 or 4 in each box:

...1 — Your Ideal  
...2 — Not so desirable (but would meet if suitable in other ways)  
...3 — Reject entirely. (The computer will never introduce you to such people, or them to you.)

...For the answers you give in Sections 4 and 5 a different procedure is used and is explained alongside the questions.

### What you have to do

When you have filled in the Data Form, check again that you have answered every question and finally complete the coupon below. Then send it in (on the enclosed envelope) to Com-Pat Ltd., 215 Piccadilly, London, W1V 0DD, together with the required fee of £5.

### Declaration

I have answered all these questions honestly and have read to give a true picture of myself on this form.

I agree to be bound by the rules and conditions of membership of Com-Pat.

Signature \_\_\_\_\_

Date \_\_\_\_\_

Enclosed please find: P.O. \_\_\_\_\_

NEW MEMBER cash fee as x £5.00 (which includes cost of first run)

Please enclose a stamped, addressed envelope if you require a receipt.

Say here how many Data Forms you would like to see to pass on to friends.

\_\_\_\_\_

Page Two

### For the technically minded

When your completed Data Form is received in the Com-Pat office a membership number is allocated and the form is then used to prepare punched cards. From these, members' data go on to a magnetic tape, which is loaded on to the computer whenever a run is made.

From this data, a large computer of the IBM 7090 series is used to compare members in pairs, one of each sex. It stops the computation if either has a character (or characters) in a 'Code 4' given by the other. Otherwise an index of compatibility is computed for that pair of members.

The computer analyses the information and prints out for each member a slip giving the names, addresses and telephone numbers of up to four members of the opposite sex having the highest indices of mutual compatibility with that member. It also reveals the fact that it has sent these four, so that a member cannot see the same name twice.

### About the Codes and Compatibility Indices

You will have completed your Data Form using a system of code numbers (e.g. 2 = your ideal, 4 = reject entirely, etc.).

When your questionnaire is processed, the computer sifts through all this information and performs an incredible number of calculations between your particulars and those of every other member of the opposite sex.

For example, if you are a man and a lady member has placed a 2 against your data and you in turn have placed a 2 against hers, this constitutes a high compatibility score. If on the other hand she has placed a 3 or a 4 against your particulars, even though you had a 2 against hers, then these calculations are less positive or even negative. Similar computations take place for every single answer you have given on your questionnaire. The four people who have scored highest with you will be listed on your print-out. The 'compatibility index' figure against each of these is the mutual score between you.

Incidentally we guarantee that every single answer is processed by the computer—we are the only computer-aided organisations anywhere which does this!

### Rules and Conditions of Membership

Although every endeavour is made to supply introductions, Com-Pat cannot be held responsible for the outcome of any introduction, nor guarantee the number which can be received by any one person over a specified period.

Information relating to members is regarded as strictly private and confidential. Computations based on information supplied by members are made in good faith and Com-Pat cannot be held responsible for any inaccuracies supplied to it by any individual.

Members are responsible for establishing the bona-fides of persons to whom they receive introductions and ensuring themselves of their honesty of purpose.

No liability of any kind can be accepted for any publication which carries Com-Pat advertisements.

Com-Pat reserves the right to refuse or cancel membership at any time.

PLEASE help us in turn by saying in this space how you first heard about Com-Pat

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The decision of Com-Pat shall be final in all matters relating to membership.

### Personal Recommendations

Once you become a member of Com-Pat you have a wonderful opportunity of permanently enlarging your circle of friends and making your life more interesting and exciting at absolutely no cost to yourself. In addition you will be helping others.

What happens is this: For every person, which you recommend, who becomes a member of Com-Pat, you will be entitled to a FREE RUN. So don't waste any more time, apply for additional Data Forms by completing the coupon (bottom page 2).

PLEASE help us in turn by saying in this space how you first heard about Com-Pat

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Leave the box above

Print your name and address in these boxes just as it should appear on an envelope.

Put one letter in each square and leave at least one blank between the words.



What is your married in the 'Yourself' column which is true of you.

What preference has marital status of 'Your Choice' column.

Have you children or other who live with you? (The 'Yourself' column, blank.)

What are your friends people who have children or leave a blank in the column.

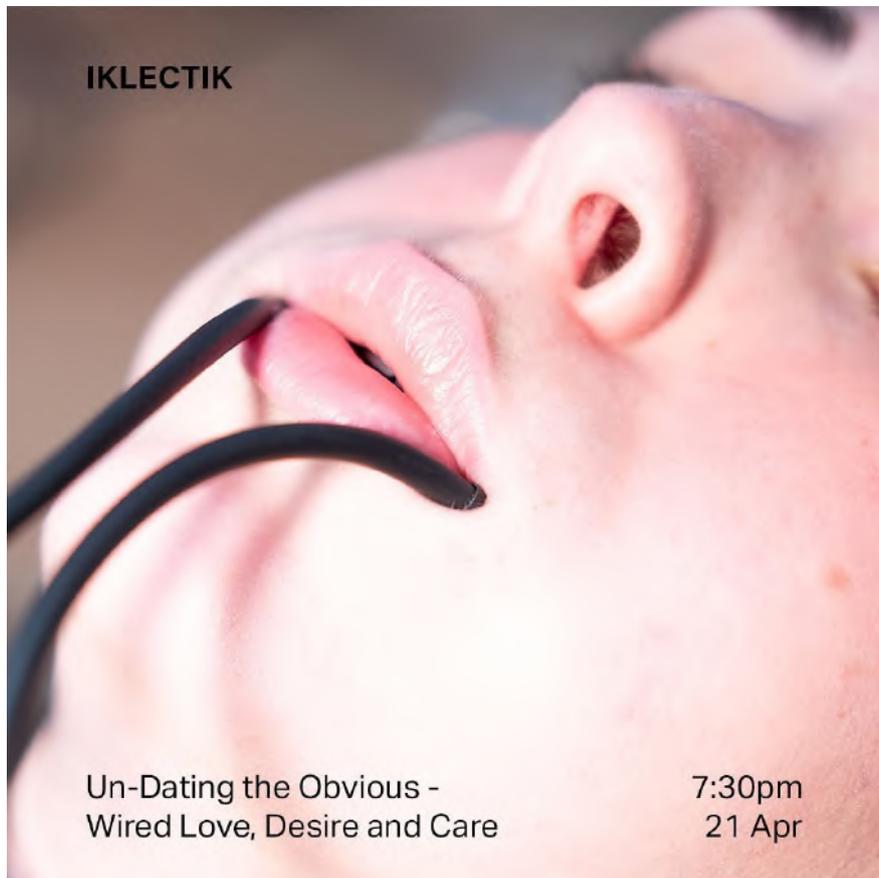


Exhibition Views. Photos Anna Jochymek.

## OFF EVENT RELATED TO THE EXHIBITION

### Un-Dating the Obvious. Wired Love, Desire and Care

#### Performance Event



The third guest researcher Valentina Peri will contribute to the Performance Art Curatorial Fellowship curated by Dyana Gravina at IKLECTIK London.

General framework: How can new technologies relate to embodied knowledge and practices, and can this conversation redefine narratives for 'engendered bodies'? What's the future(s) of gender and sexuality in the 21st century? How do we pioneer possibilities for identities existing outside univocal and patriarchal scripts?

The last of these first 3 stages of research, (2022-2023), hosts guest researcher and curator Valentina Peri will examine the role of technologies and computer dating in contemporary culture.

Technologies can seem neutral while extending and replicating the power and belief systems of particular groups, in order to keep the power. Using intersectionality in the analysis of the history of computer dating the research offers insights into the history of sexualities' intersection with technology, the replication of heteronormative institutions and ideals, and the ability of technologies to create social categories of "needs."

Extending the reflection and critical perspective of the exhibition «The Museum of Dating» curated by Valentina Peri at Watermans London (until 23 of April), the objective of the intervention at IKLECTIK is to give space to queer positions on computing, intimacy, love and desire which interrogate the infrastructure of heteronormativity, and to contribute to the large and growing set of conversations about diversity in technology, in the past, present and speculative futures.

## **Selected Artists from the Open Call:**

Magali Desbazeille

Day Eve Komet

Lordess Foundre

Lois Soleil & Cecilie Fang Jensen

Noam Youngrak Son

Fantasia Malware (Jira Duguid, Chloé Langford & Gabriel Helfenstein)

Benjamin Sebastian



## VALENTINA PERI

Valentina Peri is an independent curator, cultural critic and author based in Paris.

Her work examines the role of technology in contemporary culture, with a focus on love and intimacy in the digital age, media histories and technologies in the anthropocene.

She has curated exhibitions, published writing and given lectures on a broad range of topics in these areas, including data collection and surveillance, the commodification of desire, representation and identity, media ecologies and new materialism.

Her travelling exhibition [Data Dating](#) has been presented in France, Israel and the UK. In the context of this exhibition, she co-edited an essay collection published by Intellect: "[Data Dating, Love, Technology, Desire](#)".

Her research on dating continued with the exhibition [SWIPE RIGHT! Data, Dating, Desire](#) that she curated at iMAL in Brussels in 2021, and continued with [TECHNO ROMANCE](#) that she presented in Geneva in 2022.

[DATA DATING DESIRE](#), a new iteration of this travelling exhibition was presented in Brescia, at Mo.Ca until December 2022.

In 2022, she began researching the phenomenon of Internet romance scams in Ghana, and published the book "[The New Romance Scammer's Instructor](#)", a collection of original messages from Ghanaian love scammers.

She is one of the artists in residence in 2022 of the European program [BEYOND MATTER Eu](#) - Cultural Heritage on the Verge of Virtual Reality at Tirana Art Lab (Albania). During the residency she realized "[Her Boyfriend Came Back from the War. And They Never Spoke About it Again](#)", an augmented reality project based on the history and photographic archive of her grandfather during World War II, and her grandparents' love correspondence.

She received a [Fluxus Art Projects](#) Grant 2022 for her curatorial research on the history of dating to be presented in London in 2023.

Since 2021 she has collaborated with [peer-to-space](#), an independent exhibition platform based in Berlin, which creates virtual and IRL exhibitions.

From 2010 to 2021 she was associate director and curator at [Galerie Charlot Paris - Tel Aviv](#), a contemporary art gallery specialising in digital art.

Valentina Peri is co-founder of [SALOON Paris](#), an international network of women identifying art professionals in Paris and many other cities around the world.

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