# Speed Viewer's Guide to Net.Art

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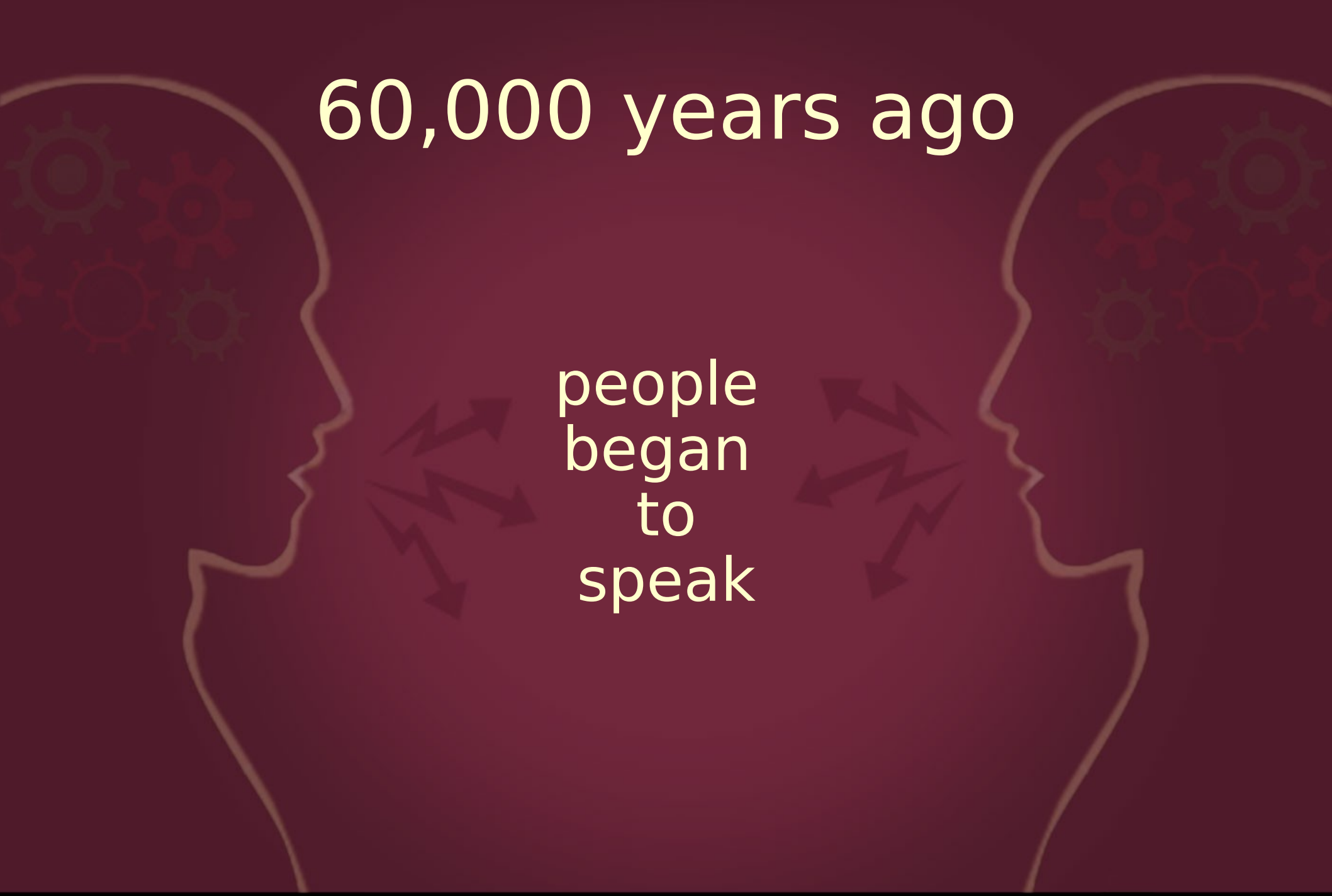
# 60,000 years ago

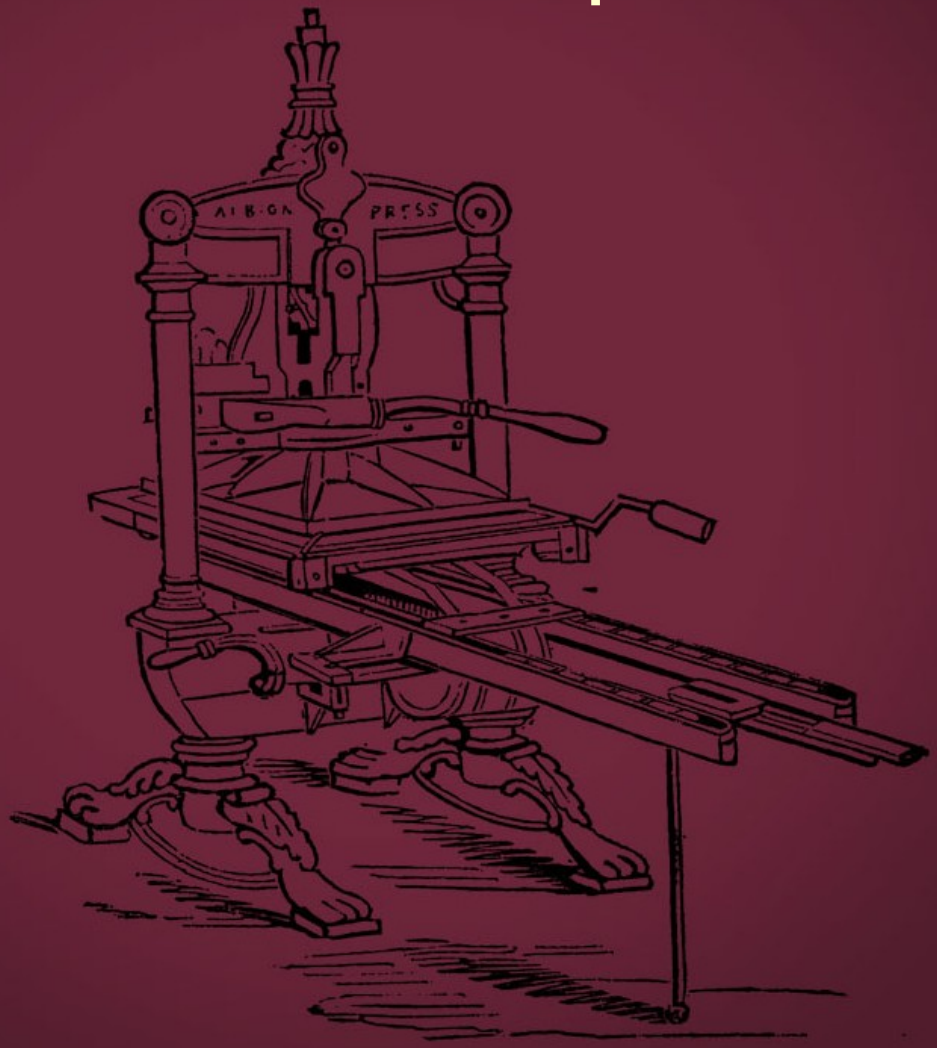


people
began
to
speak

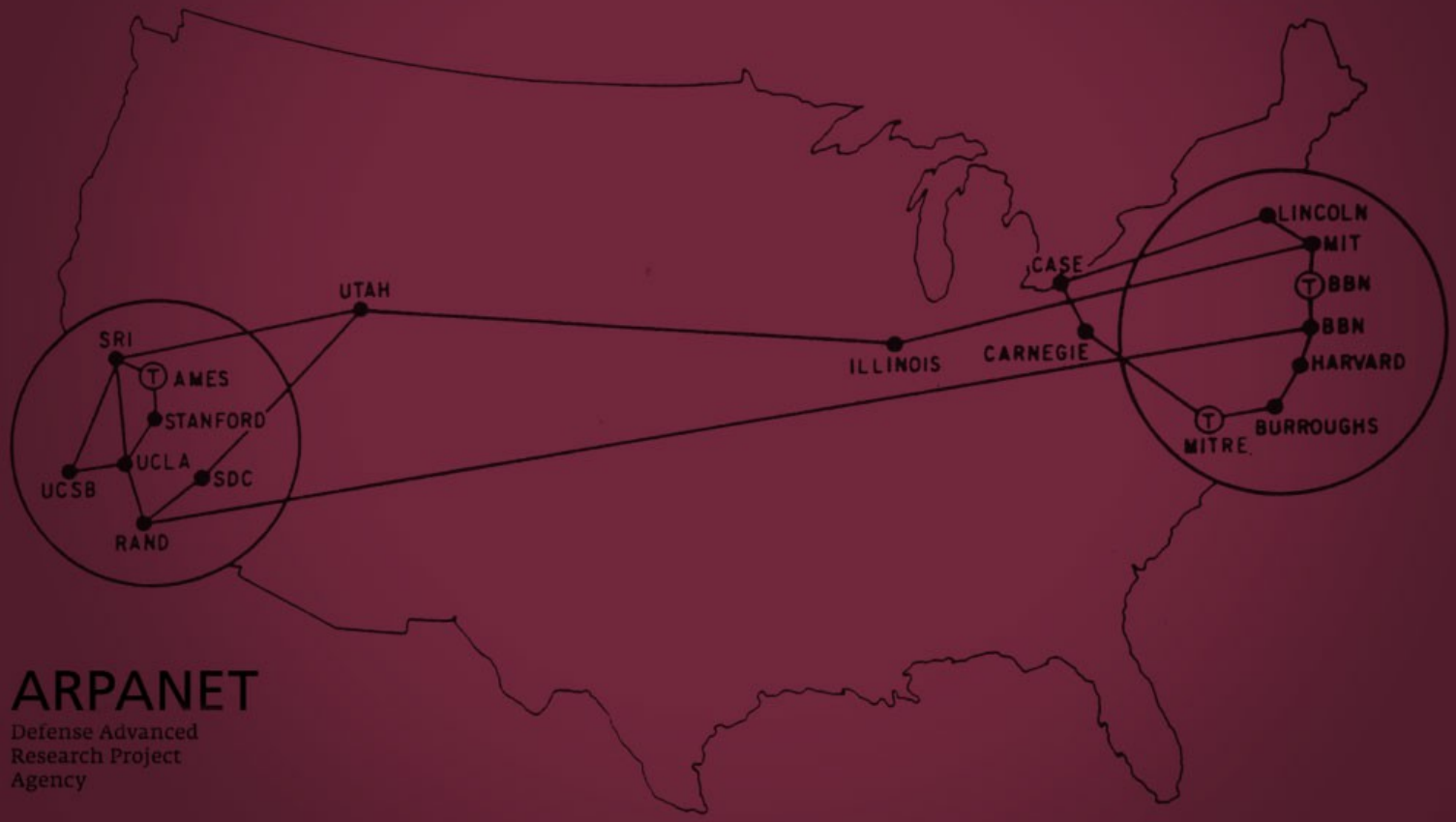
# 5,000 years ago

people
started
to
write

# 600 years ago
## people started to publish



# 50 years ago
## people created a network of computers




ARPANET
Defense Advanced
Research Project
Agency

# Two Historical Trajectories

1. Mass Media
2. Data Processing

# Mass Media

Ability to disseminate to millions of citizens the same:

- texts
- images
- sounds

# Data Processing

Ability to keep track of millions of citizens:

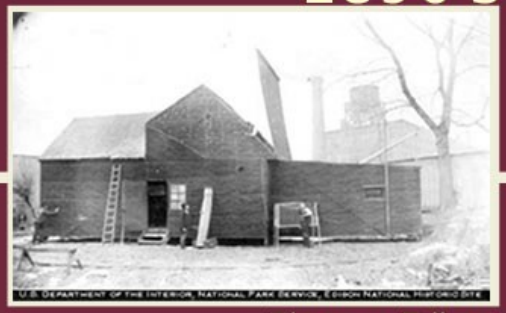
- birth records
- employment records
- medical records
- police records

MASS MEDIA

1826

Joseph Nicéphore Niépce

1890's



Thomas Edison

1897

Marconi Company

1929

Vladimir Zworykin

DATA

1801

Joseph-Marie Jacquard

1822

Charles Babbage

1890

Herman Hollerith

1936

Konrad Zuse

# Convergence:

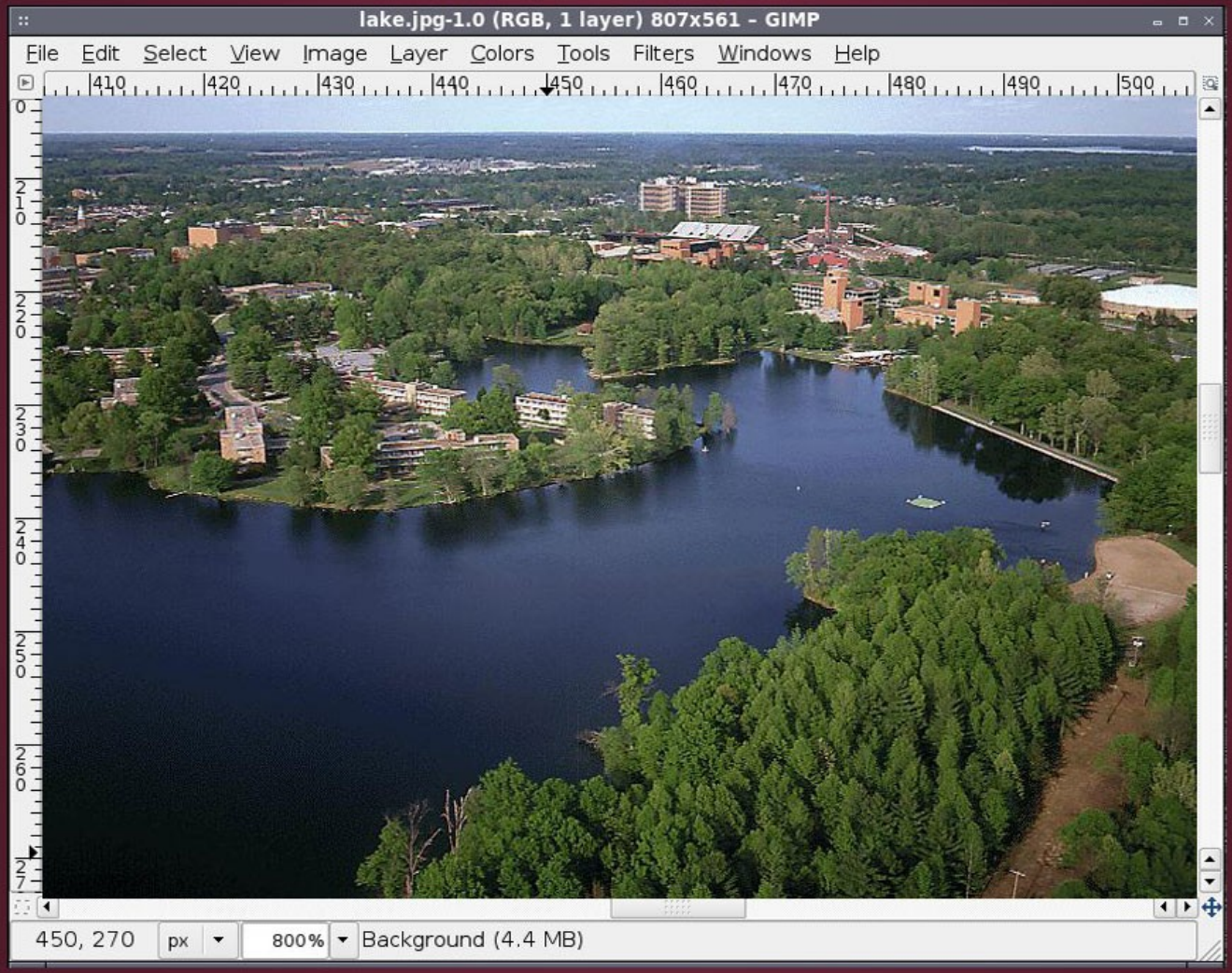
All become computable!

- graphics
- moving images
- sounds
- shapes
- texts

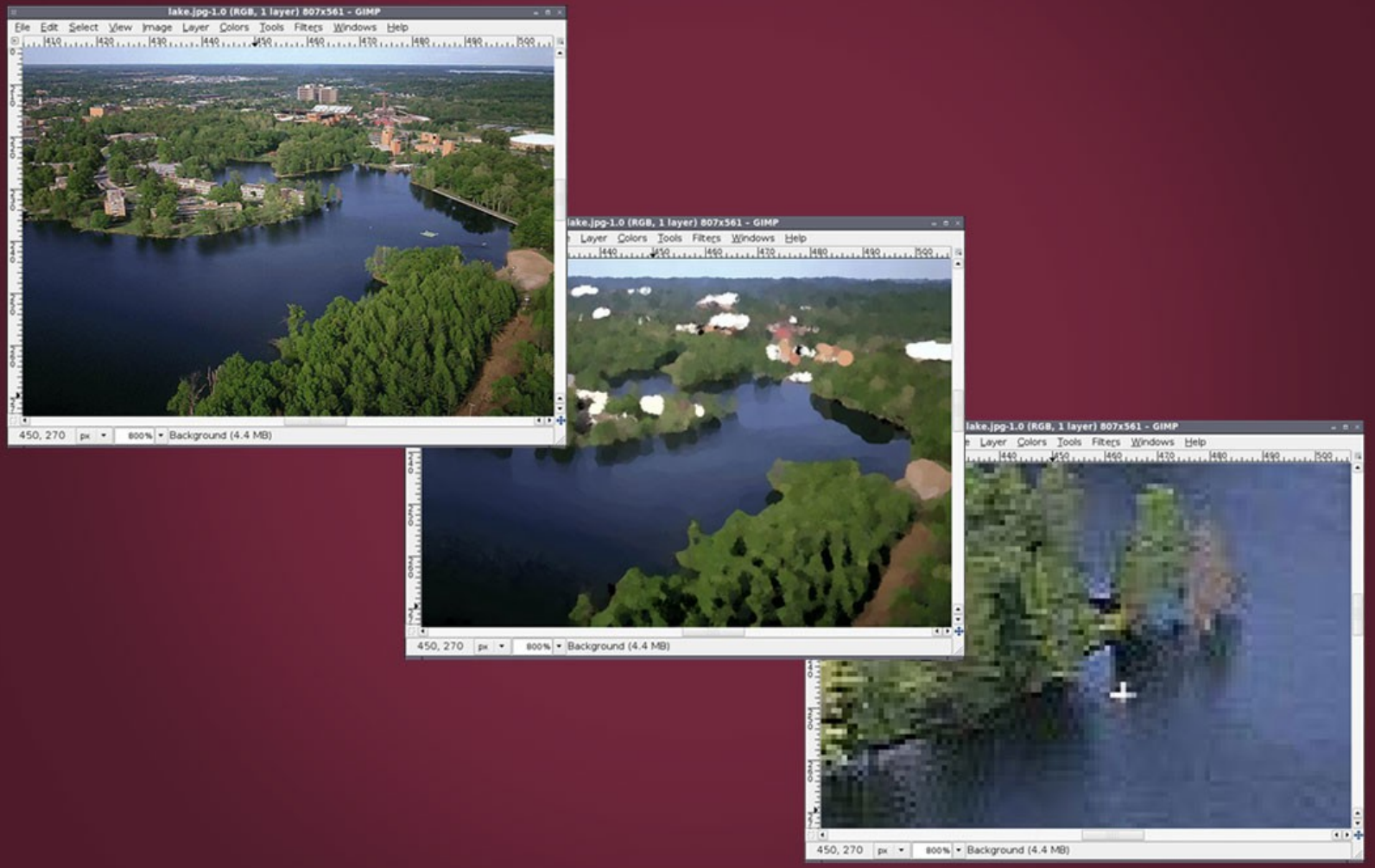
# Five Principles of New Media

1. Numerical Representation
2. Modularity
3. Automation
4. Variability
5. Transcoding

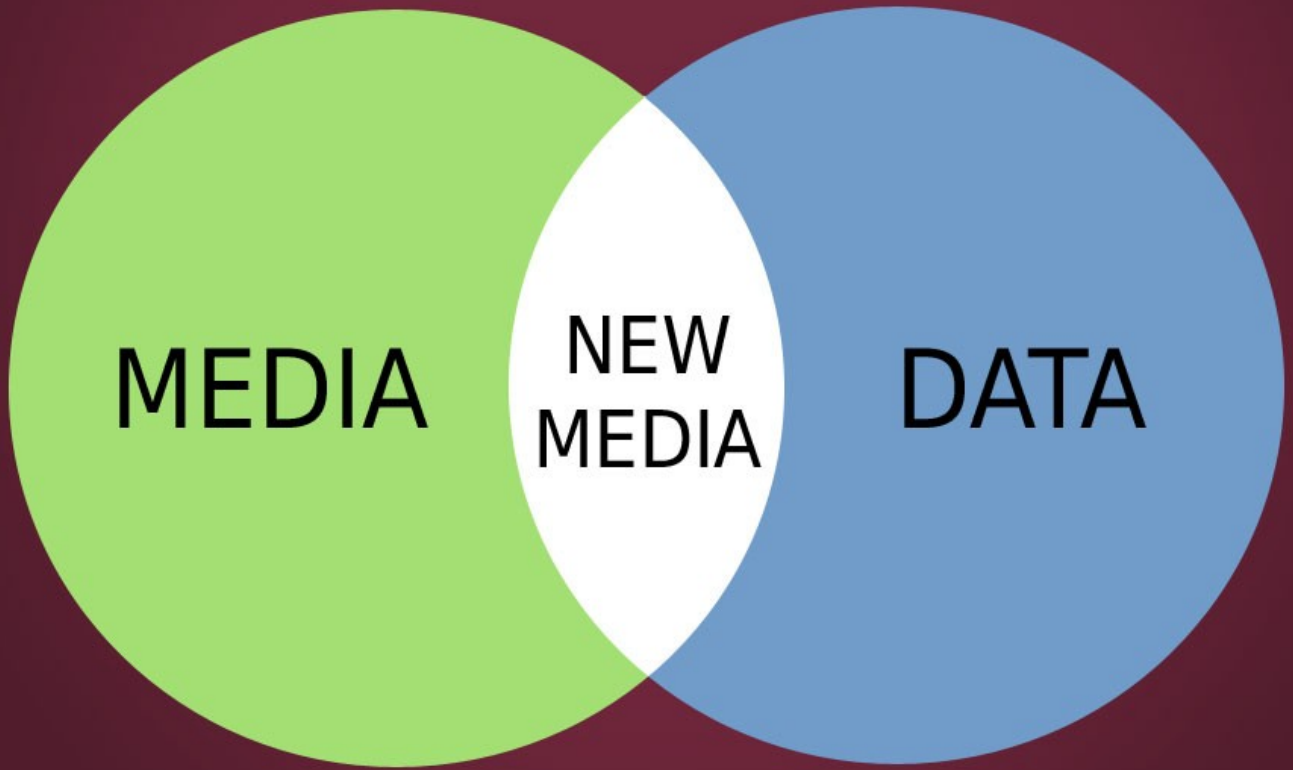
# Digital Photograph of SIUC



# Examples of the Five Principles



# Programmability of New Media has no historical precedent



# Media Convergence

MASS MEDIA

1826

1890's

1897

1929

DATA

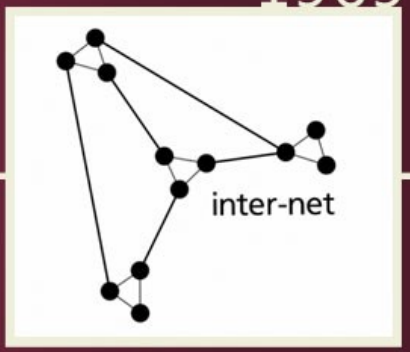
1801

1822

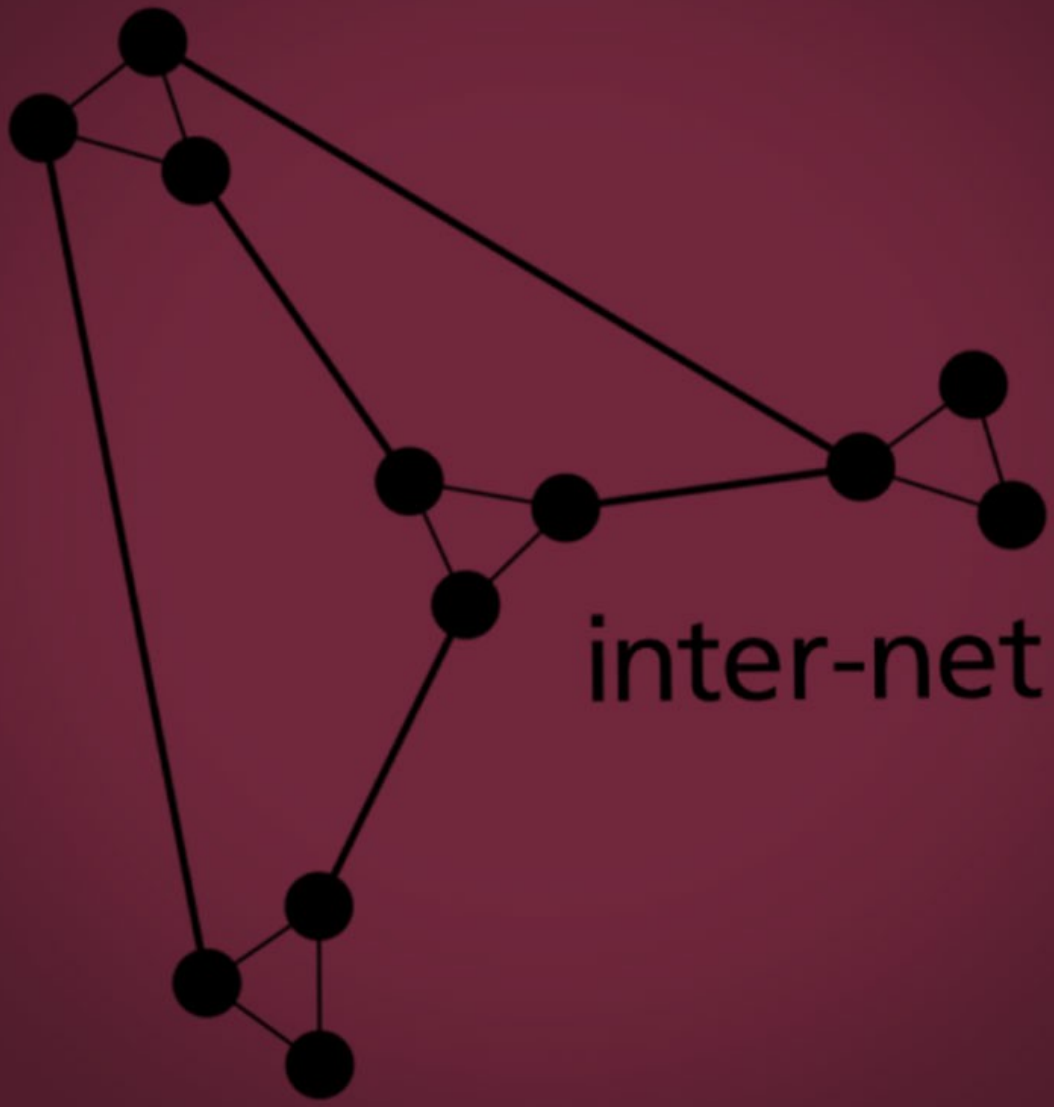
1890

1936

1969



# The Internet's Decentralized Design



# 80's at&t monopoly is broken up

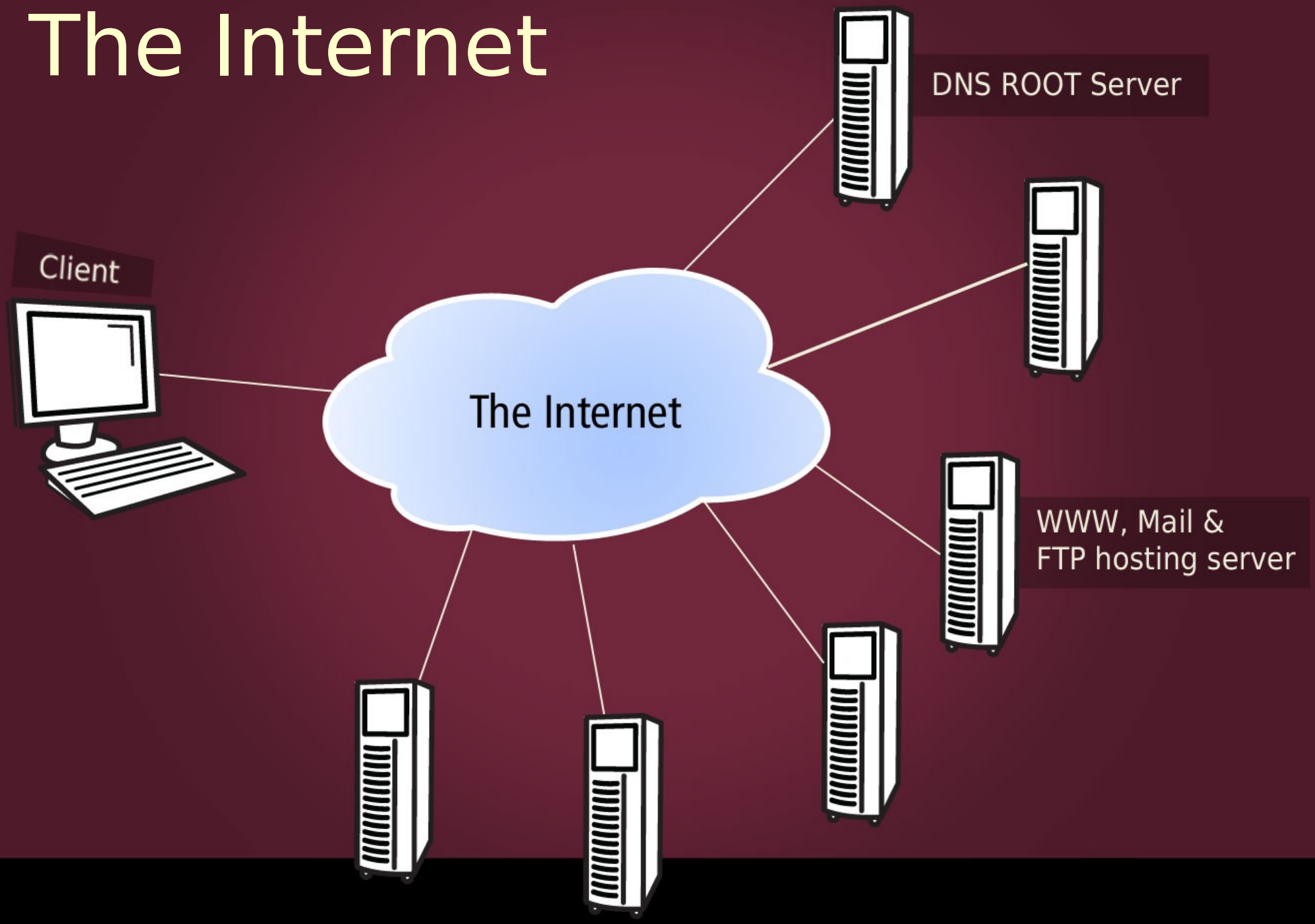
# Web / HTML

```
<html>
        <head>
                <title>An Example Web Pa
        </head>
        <body>

                <p>This is a example of

        </body>
</html>
```

# The Internet



# Art Historical Antecedents:

Marcel Duchamp 1913

John Cage 1944

Steve Reich 1968

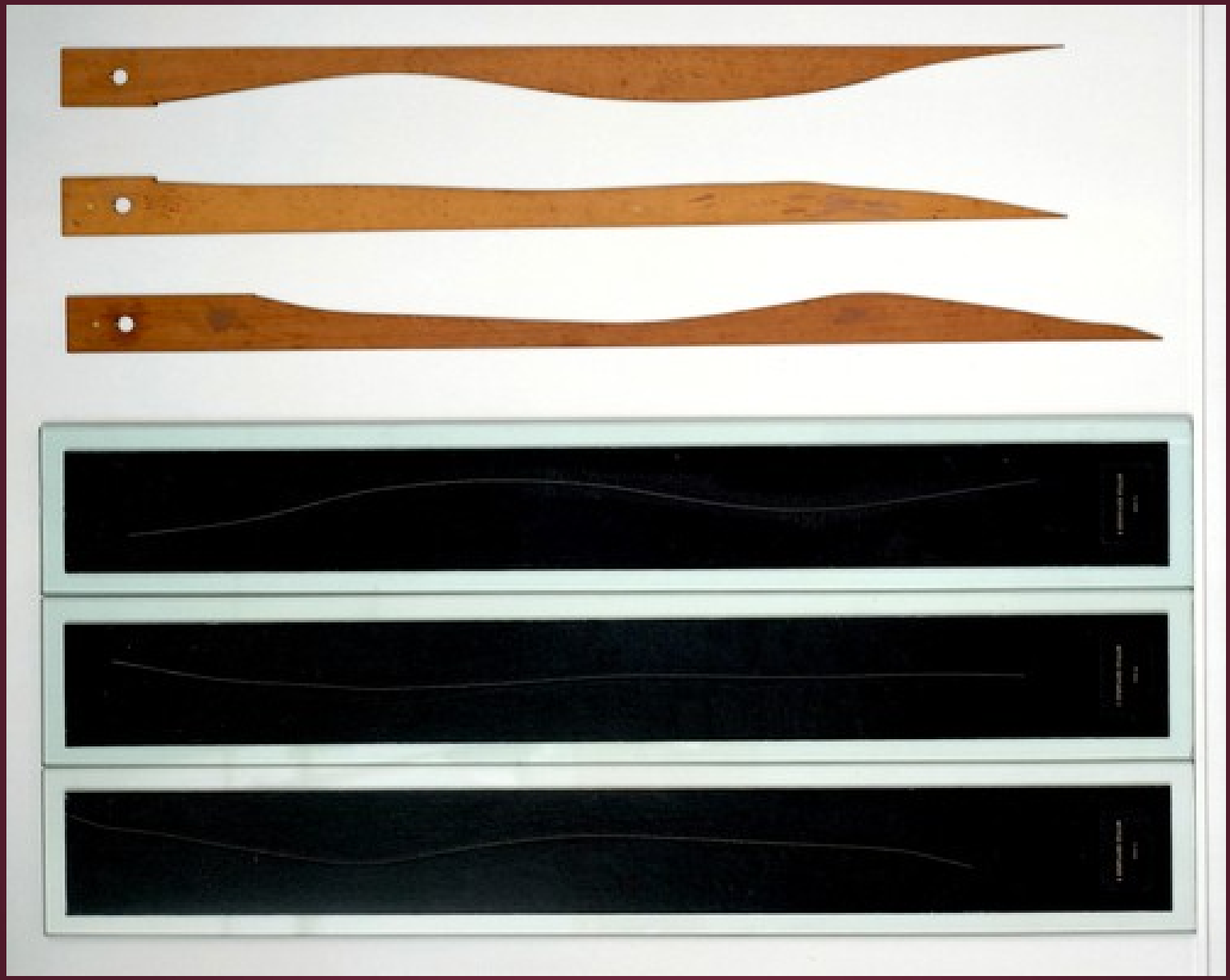
Sol Lewitt 1970

Marcel Duchamp, Fountain (Readymade), 1917

Marcel Duchamp, L.H.O.O.Q. (Readymade Assisted), 1919

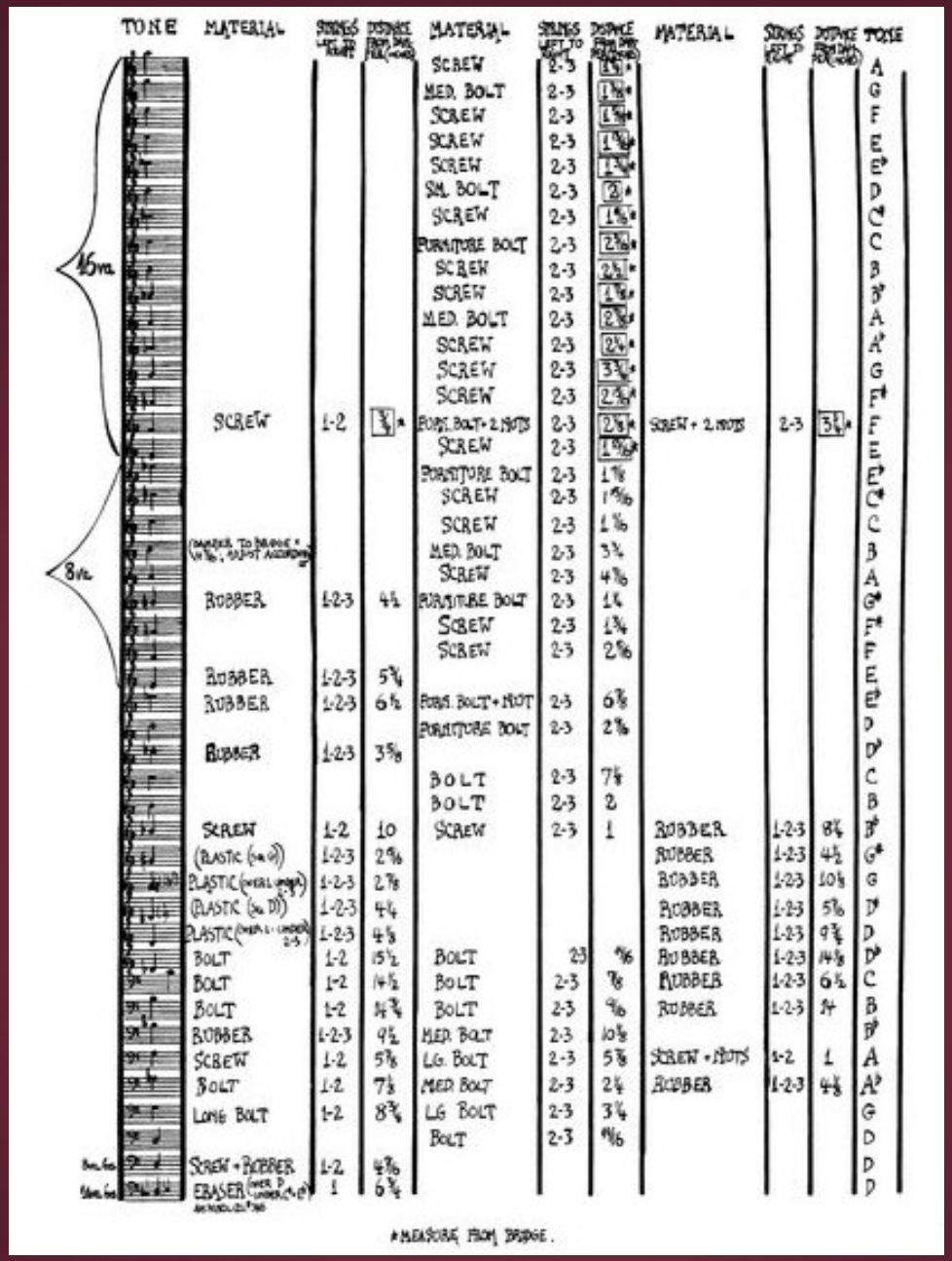
"If a straight horizontal thread one meter long falls from a height of one meter onto a horizontal plane twisting as it pleases[it] creates a new image of the unit of length."

Marcel Duchamp, 3 Standard Stoppages, 1913-14



Marcel Duchamp, 3 Standard Stoppages, 1913-14

Marcel Duchamp, 3 Standard Stoppages, 1913-14



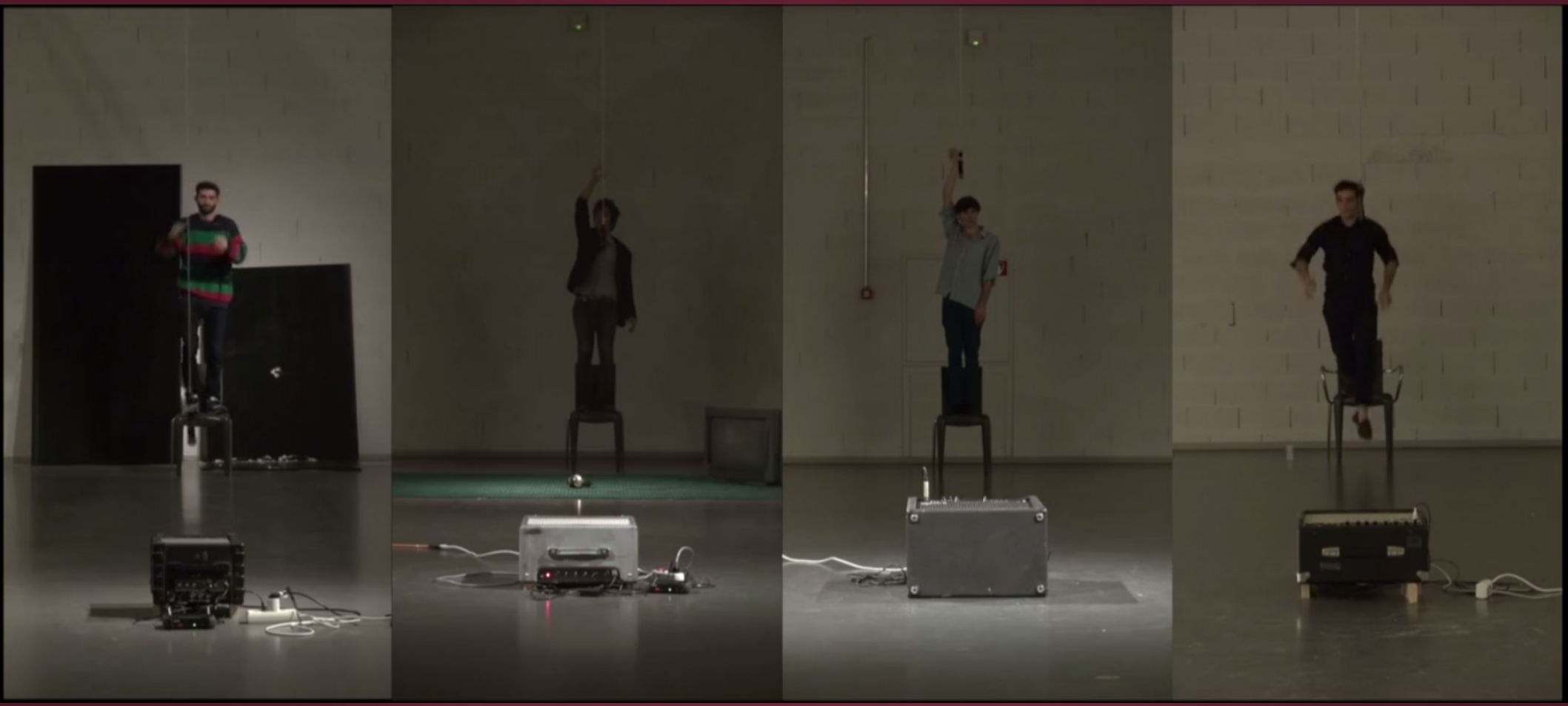

John Cage, Prepared Piano Score, 1946

https://www.youtube.com/watch?v=kc3-C7Lnzh0

John Cage, Prepared Piano, 1946

https://www.youtube.com/watch?v=gXOIkT1-QWY

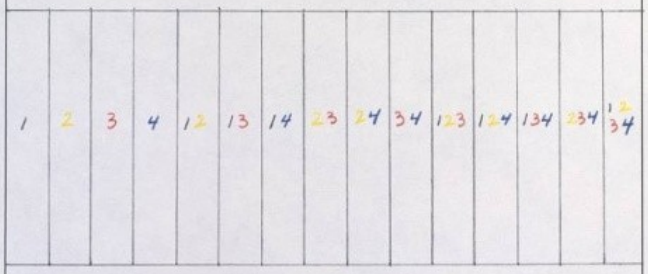
John Cage, *Water Walk* 1960

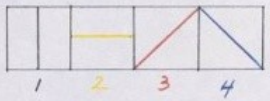


https://vimeo.com/65735964

Steve Reich, *Pendulum Music* 1968

# DIAGRAM




This is a diagram for the Sol LeWitt wall drawing number 49 . It should accompany the certificate if the wall drawing is sold or otherwise transferred but is not a certificate or a drawing.

# CERTIFICATE

This is to certify that the Sol LeWitt wall drawing number 49 evidenced by this certificate is authentic.

A wall divided vertically into fifteen equal parts, each with a different line direction and color, and all combinations.

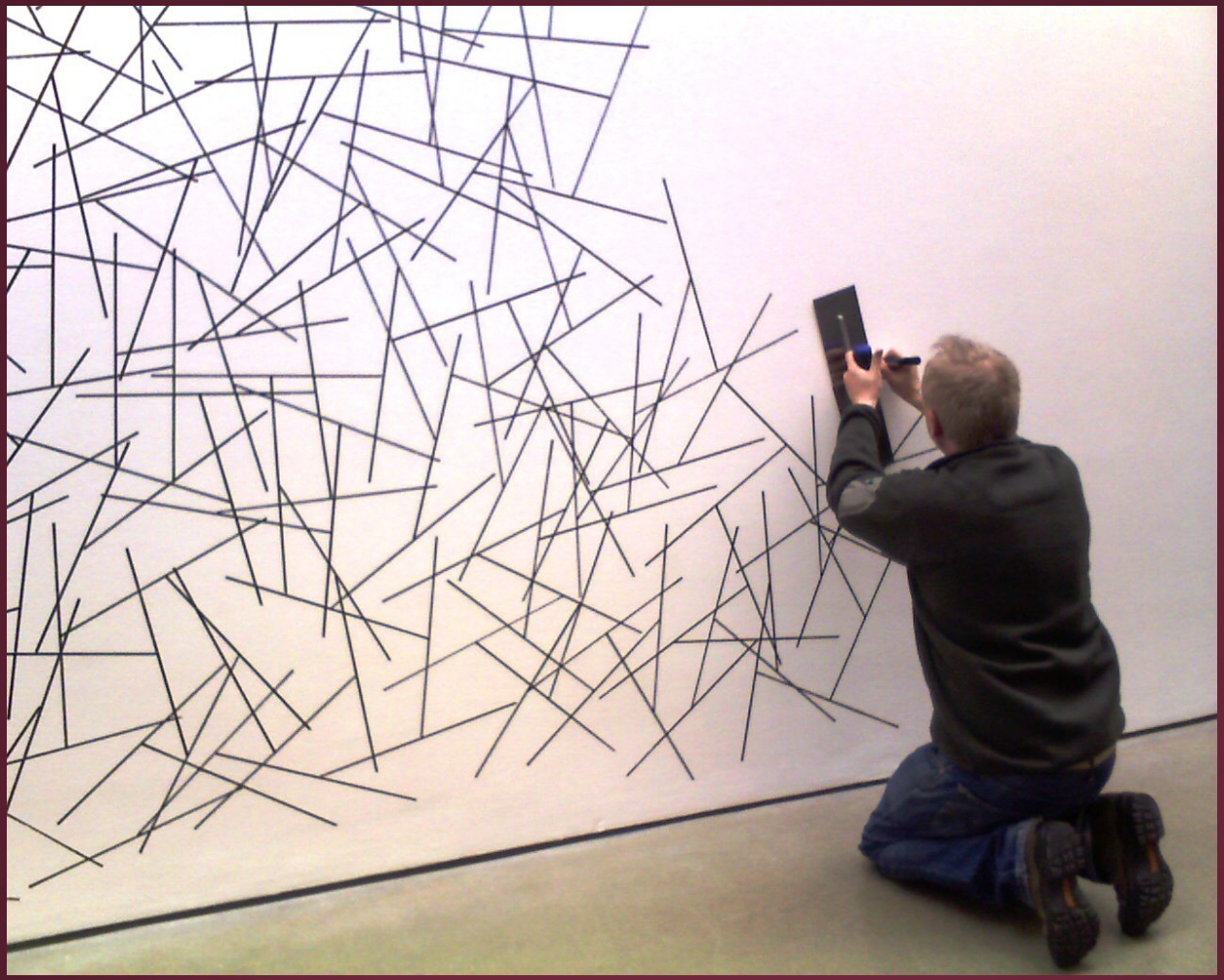
Red, yellow, blue, black pencil
First Drawn by: Chris Hansen, Nina Kayem, Al Williams
First Installation: Jewish Museum, New York, NY. June, 1970

This certification is the signature for the wall drawing and must accompany the wall drawing if it is sold or otherwise transferred.

Certified by Sol LeWitt
Sol LeWitt

© Copyright Sol LeWitt
Date

Sol LeWitt, Wall Drawing, 1970



"In conceptual art the idea or concept is the most important aspect of the work . . . all planning and decisions are made beforehand and the execution is a perfunctory affair. The idea becomes the machine that makes the art."

Sol LeWitt: "Paragraphs on Conceptual Art," *Artforum*, summer issue, 1967

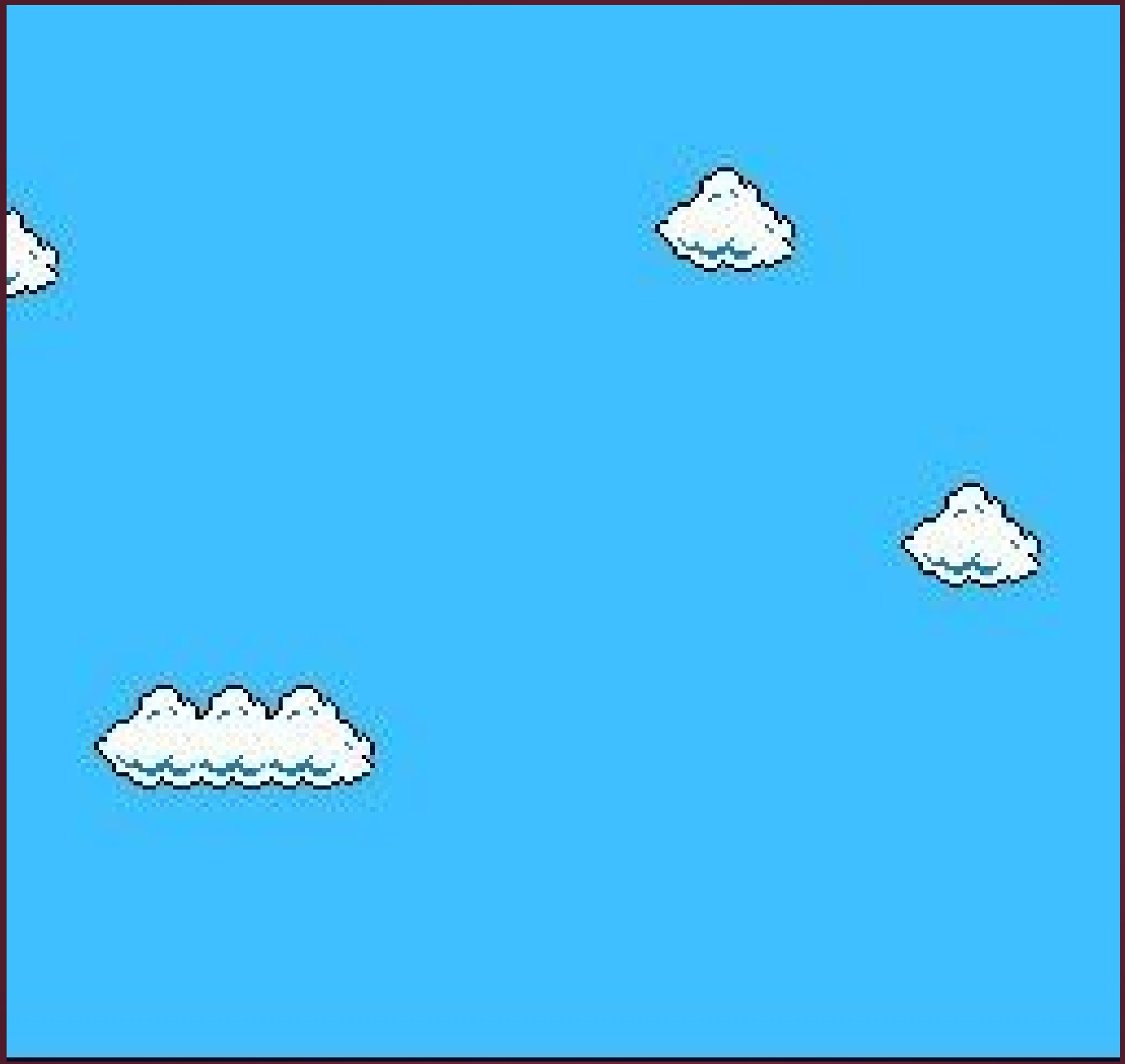
Sol LeWitt,
Wall Drawing being made at Dia Beacon

# Selected Internet Art Themes:

- Collaboration and participation
- Appropriation / Free Open Source
- Hackers and Hacktivism
- Interventions
- Identity
- Telepresence and surveillance

Joan Heemskerk and Dirk Paesmans, 1993
http://www.jodi.org

Olia Lialina, My Boyfriend Came Back From the War
http://www.teleportacia.org/war/



Cory Arcangel, Super Mario Clouds (2002)
http://www.youtube.com/watch?v=1lzLi4KwMK4

DJ Danger Mouse: The Grey Album (2004), Encore
http://archive.org/details/DjDangerMouse-TheGreyAlbum

Anne-Marie Schleiner, Velvet-Strike (2002)
http://www.opensorcery.net/velvet-strike/

Eva and Franco Mattes, No Fun, 2010
http://www.0100101110101101.org/no-fun/

Main Navigation
Browse Sub-Navigation

# Keith Obadike's Blackness

## Item #1176601036

Black Americana

Fine Art

Sho desc

Bid!

Watch this item

| | | | |
|---|---|---|---|
| Currently | $152.50 | First bid | $10.00 |
| Quantity | 1 | # of bids | 12 (bid history) (with emails) |
| Time left | 6 days, 0 hours + | Location | Conceptual Landscape |
| | | Country | USA/Hartford |
| Started | Aug-8-01 16:08:53 PDT | (mail this auction to a friend) | |
| Ends | Aug-18-01 16:08:53 PDT | (request a gift alert) | |
| Seller (Rating) | Obadike (view comments in seller's Feedback Profile) (view seller's other auctions) (ask seller a question) | | |
| High bid | itsfuntobid | | |
| Payment | Money Order/Cashiers Checks, COD (collect on delivery), Personal Checks | | |
| Shipping | Buyer pays actual shipping charges, Will ship to United States and the following regions: Canada | | |
| Update item | **Seller:** If this item has received no bids, you may revise it. Seller revised this item before first bid. | | |

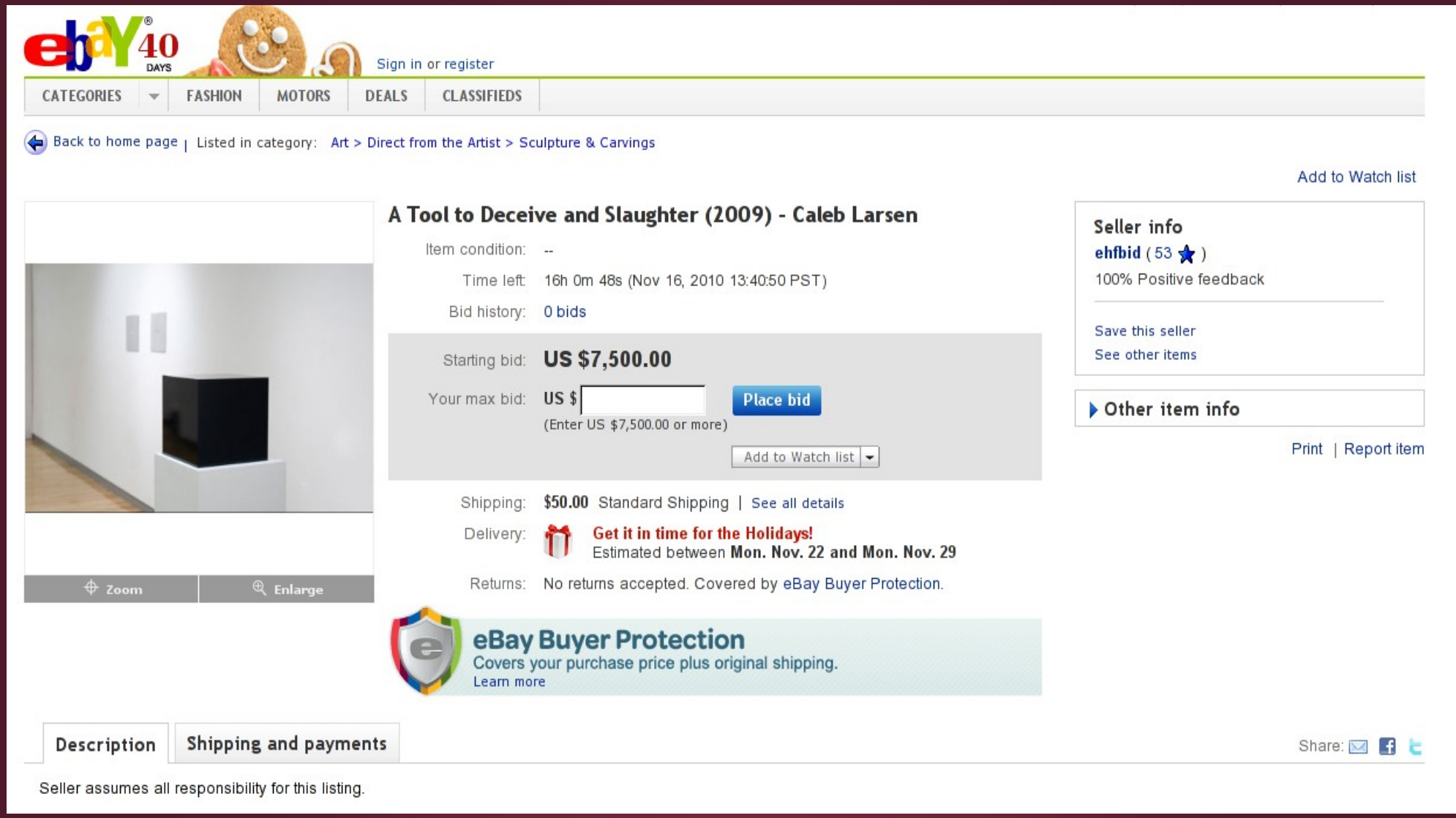
Seller assumes all responsibility for listing this item. You should contact the seller to resolve any questions before bidding. Auction currency is U.S. dollars ($) unless otherwise noted.

## Description

This heirloom has been in the possession of the seller for twenty-eight years. Mr. Obadike's Blackness has been used primarily in the United States and its functionality outside of the US cannot be guaranteed. Buyer will receive a certificate of authenticity. Benefits and Warnings Benefits: 1. This Blackness may be used for creating black art. 2. This Blackness may be used for writing critical essays or scholarship about other blacks. 3. This Blackness may be used for making jokes about black people and/or laughing at black humor comfortably. (Option#3 may overlap with option#2) 4. This Blackness may be used for accessing some affirmative action benefits. (Limited time offer. May already be prohibited in some areas.) 5. This Blackness may be used for dating a black person without fear of public scrutiny. 6. This Blackness may be used for gaining access to exclusive, "high risk" neighborhoods. 7. This Blackness may be used for securing the right to use the terms 'sista', 'brotha', or 'nigga' in reference to black people. (Be sure to have certificate of authenticity on hand when using option 7). 8. This Blackness may be used for instilling fear. 9. This Blackness may be used to augment the blackness of those already black, especially for purposes of playing 'blacker-than-thou'. 10. This Blackness may be used by blacks as a spare (in case your original Blackness is whupped off you.) Warnings: 1. The Seller does not recommend that this Blackness be used during legal proceedings of any sort. 2. The Seller does not recommend that this Blackness be used while seeking employment. 3. The Seller does not recommend that this Blackness be used in the process of making or selling 'serious' art. 4. The Seller does not recommend that this Blackness be used while shopping or writing a personal check. 5. The Seller does not recommend that this Blackness be used while making intellectual claims. 6. The Seller does not recommend that this Blackness be used while voting in the United States or Florida. 7. The Seller does not recommend that this Blackness be used while demanding fairness. 8. The Seller does not recommend that this Blackness be used while demanding. 9. The Seller does not recommend that this Blackness be used in Hollywood. 10. The Seller does not recommend that this Blackness be used by whites looking for a wild weekend. ©Keith Townsend Obadike ###

## Bidding

Keith Obadike, Blackness for Sale (2001)
http://obadike.tripod.com/ebay.html




Caleb Larsen, A Tool to Deceive and Slaughter (2009)
http://cgi.ebay.com/ws/eBayISAPI.dll?ViewItem&item=290498361874

**Title:** A Tool to Deceive and Slaughter

**Year:** 2009

**Artist:** Caleb Larsen

**Dimensions:** 8"x8"x8"

**Medium:** Acrylic, custom electronics, programming, internet connection, online auction.

**Description:** This object perpetually attempts to sell itself on eBay.

NB: Before bidding you must agree to the below terms.

This purchase agreement was drafted with the aid of Marsha G. Ajhar of Hartman & Craven LLP, NYC.

## PURCHASE AGREEMENT

THIS AGREEMENT is by and between Caleb Larsen, a U.S. citizen (hereinafter "Artist') and the "Collector", the purchaser, below identified, of an artistic work titled "A Tool to Deceive and Slaughter (2009)" by Artist, effective as of the date of execution by Collector, and thereafter by and between the current Collector and any and all subsequent new purchasers of the Artwork, also as identified below, also effective as of the date of their/its execution of this Agreement.

WHEREAS:

A. Artist has created a work of art titled "A Tool to Deceive and Slaughter (2009)" ("the Artwork") which consists of a black box that places itself for sale on the auction website "eBay" (the "Auction Venue") every seven (7) days. The Artwork consists of the combination of the black box or cube, the electronics contained therein, and the concept that such a physical object "sells itself' every week.

B. Collector understands and agrees to the underlying concept and function of the Artwork and that the sale of the Artwork by Artist is dependent and conditioned upon Purchaser's agreement and adherence to the below terms. Such terms are fundamental and crucial to the on-going viability and artistic integrity of the Artwork.

WHEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, it is hereby agreed as follows:

1. Collector agrees that the Artwork will remain connected to a live Internet connection at all times, with disconnections allowed only for the transportation of the work from one venue to another.
2. Upon purchasing the Artwork, Collector may establish a new value for the Artwork. The new value may not exceed current market expectations for the Artwork based on the current value of work by the Artist. This value may be reassessed quarterly. This value will be set as the minimum bid of the auction. Any bid meeting or exceeding this amount will result in a legitimate sale via the Auction Venue and the Policies of the Auction Venue must be followed regarding this matter.

Caleb Larsen, A Tool to Deceive and Slaughter (2009)
http://cgi.ebay.com/ws/eBayISAPI.dll?ViewItem&item=290498361874

Selected Bibliography

Lev Manovich, *The Language of New Media*, 2002
Noah Wardrip-Fruin (editor) *New Media Reader*, 2003
Martha Buskirk, *Contingent Object of Contemporary Art*, 2003
Rachel Greene, *Internet Art*, 2004
Mark Tribe (Editor) *New Media Art*, 2006

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http://www.robertspahr.com