

Institute for Contemporary Art, Ljubljana presents:

## **UBERMORGEN.COM**

### **EKMRZ Trilogy, 2005-09**

[http://UBERMORGEN.COM/EKMRZ\\_Trilogy/](http://UBERMORGEN.COM/EKMRZ_Trilogy/)

Vžigalica Gallery, Trg francoske revolucije 7, Ljubljana

11 August – 16 September 2010

[www.aksioma.org/ekmrz](http://www.aksioma.org/ekmrz)

**Opening: Wednesday, 11 August 2010 at 20:00**

**Lecture by Hans Bernhard: 8 September 2010 at 18:00**



Download high resolution images here:

<http://www.aksioma.org/um.zip>

UBERMORGEN.COM is attracted to the surface of Google, Amazon and eBay, the three historical e-giants who have brilliantly managed to survive the dotcom boom and bust. Back then and still today, the three kings form the powerful spearhead of e-commerce (EKMRZ). By creating the third piece – the Sound of eBay – they wrap up the trilogy they have started in 2005 with the killer concept GWEI - Google Will Eat Itself and carried forward in 2006 with the dark Amazon Noir.

### **GWEI – Google Will Eat Itself, 2005-09\***

<http://www.gwei.org>

We generate money by serving Google text advertisements on a network of hidden Websites. With this money we automatically buy Google shares via our Swiss bank account. We buy Google via their own advertisement dollars! Google eats itself - but in the end we own it! By establishing this autocannibalistic model we deconstruct the new global advertisement mechanisms by rendering them into a surreal click- based economic model.

### **Amazon Noir – the Big Book Crime, 2006-07\***

<http://www.amazon-noir.com>

The Bad Guys stole copyrighted books from Amazon by using sophisticated robot-perversion technology. A subliminal media fight and a covert legal dispute escalated into an online showdown with the heist of over 3000 books at the center of the story. We had daily shoot outs with the global mass-media, we continuously pushed the boundaries of copyright (books are just pixels on a screen or just ink on paper), we resisted kickback-bribes from powerful Amazon.com until they finally gave in and sold the technology for an undisclosed sum to Amazon. Betrayal, blasphemy and

pessimism finally split the gang of bad guys. The good guys (Amazon.com) won the showdown and drove off into the blistering sun with the beautiful femme fatale, the seductive and erotic massmedia.

### **The Sound of eBay, 2008-09**

<http://www.Sound-of-eBay.com>

We generate unique songs by using eBay user-data. You simply enter any eBay username (your own or someone else's) and add your email address so we can notify you as soon as the song is ready for downloading. Then click "generate" and our robots sprawl out into the net to collect data. Then the robots bring back the data to our sc3 supercollider soundgeneration- engine. Finally, the complex software-machine starts generating a score- file which is then transformed into your unique but uniform song and presented in teletext porn style! We sell out your human needs digitally...

\* *GWEI* and *Amazon Noir* have been realized in collaboration with Alessandro Ludovico & Paolo Cirio.

### **UBERMORGEN.COM (AT/CH/USA, 1995)**

<http://www.ubermorgen.com>

**UBERMORGEN.COM** is an artist duo created in Vienna, Austria, by lizvix and Hans Bernhard. Behind **UBERMORGEN.COM** we can find one of the most unmatched identities – controversial and iconoclastic – of the contemporary European techno-fine-art avant-garde. Their open circuit of conceptual art, drawing, software art, pixel painting, computer installations, net.art, sculpture and digital activism (media hacking) transforms their brand into a hybrid Gesamtkunstwerk. The computer and the network are (ab)used to create art and combine its multiple forms. the permanent amalgamation of fact and fiction points toward an extremely expanded concept of one's working materials that for **UBERMORGEN.COM** also include (international) rights, democracy and global communication (input-feedback loops). "Ubermorgen" is the German word both for "the day after tomorrow" and "super-tomorrow".

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