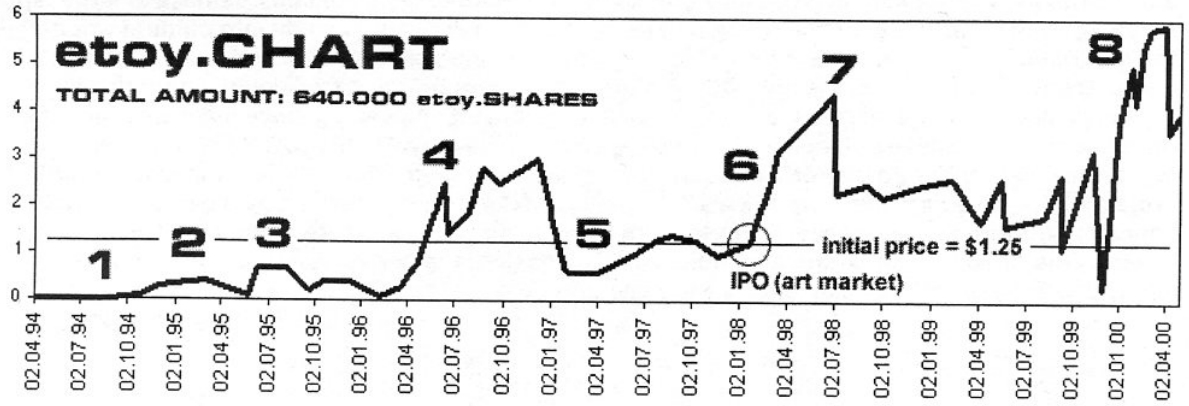
the etoy.CORPORATION SPECIFICATIONS (web version)

..... incubations & surreal business activities reflecting the net & society since 1994



KEY MOMENTS IN THE etoy.HISTORY (COMPARE I.D. ON THE etoy.CHART) 94-00:

YEAR	I.D.	ARTISTIC TOPIC	PRODUCT	LINK
1994	1	dot-com BRANDS	etoy.CORPORATION etoy.BRAND / C.I.	www.etoy.com 1999
94/95	2	ONLINE IDENTITIES/C.I.	etoy.AGENTS CREW v1.0 (1994-97)	www.etoy.com/HISTORY
1995	3	DIGITAL EXISTENCE & ENVIRONMENTS	operation "leaving reality behind..." etoy.TANKSYSTEM	www.etoy.com 1995-1997
1996	4	POWER RELATIONS & SEARCH ENGINES	"the digital hijack"	www.hijack.org
1997	5	PROTECTION/SECURITY	"protected by etoy"	********
1998	6	STOCK MARKETS & CULTURAL VALUE	etoy.IPO (etoy enters the international art market)	www.etoy.com/SHARE [SHARE CERTIFICATES]
98/99	7	INVESTMENTS & TRAVELLING	etoy.TIMEZONE etoy.CARGO-TANKS	www.etoy.com/TANK www.etoy.com/TIMEZONE
2000	8	COMMUNITY/RESISTANCE	TOYWAR.com	www.toywar.com

DETAIL SPECIFICATIONS / PRODUCT SHEET:

1

FOUNDING & dot-com BRANDING (1994)

foundation and incorporation of one of the most surreal and confusing dot-com ventures in the history of the internet. the business plan was to establish a complex and self generating art virus and e-brand which reflects and digitally infects the nature of today's life and business at large: an incubator that turns the essence of digital lifestyle, e-commerce and society into cultural value. the difference to "corporate identity art" is that etoy uses the potential of the internet to generate a strong impact on real life. the etoy.CODE blurs the borders between traditional categories like business, art, real life, electronic environment, entertainment and vision. since 1994 etoy focuses on the topics of digital existence and online experience. the etoy.CORPORATE-IDENTITY and a first radical sketch for an overdrive corporate communication structure was the initial (5 month) project of the founding members. EXAMPLE: the etoy.NAME was generated by a perl script that combined hundreds of short words and letters by many flexible parameters. the etoy.CREW selected the final version during a 15 hour irc-chat session: the perfect name for this ambitious enterprise. etoy: short, special, digital and playful.

[www.etoy.com 1999]

always online - sometimes lost: etoy. leaving reality behind...

2

ONLINE IDENTITIES / C.I. (1994/95)

the 7 founders (born between 1970 and 1975) who started the etoy operation in 1994 studied and worked in 5 european and one american city as sound-producers, architects, artists, lawyers, designers, p.r. and c.i. experts. the goal was to cross the borders between these professions and to merge 7 identities into one digital identity - into the first dot-com-brand in the art world. this step was a radical statement about contemporary culture: the genius / master does not exist. the genius was replaced by the corporation. every involved artist / partner signed a complex contract, sold his personal identity (and face) to the etoy.CORPORATION and transformed into an interchangable (and therefore uniform) etoy.AGENT who co-owned a part of the corporation. the personal data and history of every etoy.AGENT from 1970 to 1994 will remain confidential until 2035 to protect involved families, employers and the etoy.CORPORATION. in 1998 the company structure was developed one step further: the famous etoy.CREW was substituted by 50 etoy.SHAREHOLDERS who purchased ownership and voting rights in the etoy.CORPORATION. a professional etoy.MANAGEMENT charged with the task of increasing shareholder value.

from the beginning the internet was the glue that held etoy and the dispersed etoy.AGENTS together: over the past 5 years temporary etoy.BRANCHES were established in vienna, monza, zurich, geneva, manchester, budapest, prague, san diego and san francisco. etoy does not belong to a specific place in the real world. etoy is net based. after preparing the incorporation (the founders met 3 weeks in total isolation at a secret location in the swiss alps) the whole etoy.CREW met only 3 times in bratislava, linz/varna and budapest to discuss network structures and to sign contracts.

[www.etoy.com/HISTORY]

etoy: the popstar is the programmer is the lawyer is the architect is the manager is the designer is the system is the virus is etoy...

3

DIGITAL EXISTENCE & ENVIRONMENTS (1995-97)

after the corporate identity was established and the etoy.CONTRACTS were signed the etoy.AGENTS immediatelly started to develop hybrid environments and architectual structures that allowed work and travel between the physical and the digital space: surreal data structures which mirrored the shift into the digital age.

first step: the etoy.INTERNET-TANKSYSTEM (die etoy.HEIMAT), a self-representation platform on the web which consisted of TANKS (data containers) and an insane number of connecting pipelines (links). this system turned simple webspace into a world wide etoy.REFINERY. the system illustrated the spatial paradox of web-space: the complete elimination of intermediate spaces. it thus became a metaphor for the loss of traditional orientation. this confusing environment was the homebase for the etoy.AGENTS between 1995 and 1997. it was the place where the investigation as well as the celebration of the aims, meanings and visions of what is digitally possible took place. about 2.6 million users lost overview in the etoy.TANK-SYSTEM on the web between 1995 and 1998.

[www.etoy.com 1995-1997]

there is no left or right, no up or down... there is no way back

4

POWER RELATIONS & SEARCH ENGINES (1996)

between march 31 and july 31 1996, etoy.SOFTWARE-AGENTS automatically infiltrated the world wide web's global search engines (lycos, infoseek, altavista, etc.): etoy.HIJACK-BOTS placed thousands of designated keywords (porsche, startrek, bondage, selbstmord, censorship, fassbinder, etc.) within the top 10 rankings. the etoy.CORPORATION configured a trap for net-travellers and technology-tourists. with this action etoy demonstrated the «space» behind the popular interfaces of the world wide web. they took control of the systematic illusion of net-quests for information. the weak points of the internet and the twilight zone of the medium formed the place of action. search-servers were transformed into a stage: etoy.UNDERGROUND FEEDING THE INFO-SPIDERS ! with this action the etoy.CORPORATION won the golden nica for the net category at ARS ELECTRONICA in the year 1996.

the scene of the crime is open to the public and is still frequently visited by many inquisitive users.

[www.hijack.org]

the digital hijack: etoy takes 1.4 MILLION HOSTAGES on the internet.

5

PROTECTION / SECURITY (1997)

after a very successful period (several media hijacks, international art awards etc.) and the first digital experiments the etoy.BRAND was established. the value of the etoy.TRADEMARK (not public at this time / privately traded shares) reached a temporary high at the end of 1996 (3$ per share unit). a major crisis followed in early 1997 due to liquidity problems and the emotional destabilization of the crew (success/sex/technology/overdrive), under the pressure of the approaching psychological bankruptcy the etoy.CORPORATION began to reorganize its structure. some of the co-founders were paid off and left etoy. for about one year etoy members optimized the web based offices and developed early warning systems to avoid similar problems in the future: during a crisis meeting in budapest etoy introduced security solutions to protect customers and employees from permanent nervous breakdowns (check out the etoy.HISTORY to know more about this time / no official products available).

there is no security...

6

STOCK MARKETS & CULTURAL VALUE (1997/98)

the etoy.IPO on the art market took place on january 25 1998 in the office of the former (!) chancellor of austria (VIKTOR KLIMA): etoy is an experimental corporation that refuses to sell its output. digital art should not be limited in a physical sense and does not know physical originality (which protected the value of art in the pre-digital world from inflation). the only available etoy.PRODUCTS on the art market are strictly limited etoy.SHARE-UNITS which are the equivalent of 100% of the cultural value of the etoy.CORPORATION, of its virtual property and the value of the famous e-brand etoy.com. 640,000 etoy.SHARES represent 100% of the etoy.CORPORATION and its art. the rigid limitation of the etoy.SHARES ensures that the future major goal of the etoy.CORPORATION will be to increase the etoy.SHAREHOLDER-VALUE. this makes an investement in the etoy.CORPORATION valuable and attractive to high risk ART INVESTORS and avoids that future added value generated through new products decrease the value of the actual investment. this stringently applied new model merges the very characteristics of the art and stock markets and thus moves the focus of the etoy.ART-WORK (at large, as GESAMTKUNSTWERK) from the product to the question of generated VALUE.

etoy has been a strictly closed group from 1994 until 1997. between the etoy.IPO and 1999 about 50 investors and cultural engineers (paid in etoy.SHARES) joined the CORPORATION and transformed etoy into a new entity. at this time etoy disposed of the previous corporate identity (boygroup, shaved heads, orange jackets). etoy.STYLE-MANAGERS introduced the exciting androgyne etoy.BUSINESS-LINE (black pilot suits with orange bullet proof vests and added tools). the etoy.MANAGEMENT operates business activities that increase the SHAREHOLDER-VALUE and prepare voting platforms for the etoy-SHAREHOLDERS.

[www.etoy.com/SHARE]
[SHARE CERTIFICATES]

nobody invests to lose money. not even art collectors.

7

INVESTMENTS & TRAVELLING (1998/99)

the web based etoy.INTERNET-TANKSYSTEM was the official etoy.OFFICE until the etoy.CARGO-TANKS were introduced in 1997. they gradually emerged, overlapping digital reality with their mammoth and worldwide presence. the complementary aspect and the melting of real travelling and logistic overdrive with surreal digital tools is one of the goals of the etoy.CORPORATION: blurring the line between the digital and the physical...

the etoy.TANKS (CARGO-TANKSYSTEM) are walk-in-web-servers and modular office bricks that travel the real world in order to increase the etoy.SHARE-VALUE and guarantee maximum mobility, insanity and cost optimization for the etoy.CORPORATION.

the etoy.TANKS are a re-transformation of the etoy.INTERNET-TANK-SYSTEM into the real world and therefore the showcase for the etoy.EXPERIMENT in the vibrant zone dividing the concrete and the digital. the etoy.CARGO-TANK is a vehicle which will physically convey the discoveries of the etoy.JOURNEYS into a new world - a movable, hyperphysical LEGO piece at the service of etoy.STRATEGY. a cargo container to host, hide and protect etoy.AGENTS and INFRASTRUCTURE worldwide.

the etoy.TANK is a TCP/IP-PACKAGE travelling real space.

the globally active and fast expanding etoy.CORPORATION, a high risk incubator operating from etoy.TANKS (corporate cargo containers), launched etoy.TIMEZONE as the solution to the insanity of continuous physical travelling through international time zones and time shifts in global markets.

etoy.TIMEZONE is about time in the digital age, travelling the web within milliseconds without moving flesh, permanet access and 24 hour availability. it raises the amount of available working hours per day, keeps the etoy.MANAGEMENT younger and makes the etoy.UNIVERSE even more enigmatic...

[www.etoy.com/TANK]
[www.etoy.com/TIMEZONE]

COMMUNITY / RESISTANCE (1999/2000)

the TOYWAR.com NET.ART.PRODUCT was designed in november 1999 to prevent the destruction of the etoy.ART-BRAND and to research the potential of an elaborate, effective but playful resistance system against the old fashioned corporate bulldozing power used by eToys Inc. (one of the biggest e-commerce companies in the world / incorporated 1996) who attempted unsuccessfully to take over the etoy.com art brand.

TOYWAR.com did not follow common political strategies: TOYWAR.com successfully mobilized the net-community (among them hundreds of journalists), involved the enemy in a insane TOYNAM situation (preventing overview by fighting on too many layers with the help of 1799 soldiers) and turned eToys´ aggressions against themselves (marshal arts for the net) until art finally neutralized the naive power of money. by playing a game on the web, in the court room and on the NASDAQ the etoy.CORPORATION and supporters forced eToys to step back from their aggressive intention. the reason for this success was the combination and involvement of all kinds of people (artists, lawyers, riot-kids, university profs, business people, freaks and djs). TOYWAR IS BEYOND YOUR CONCEPTION OF REALITY! THIS IS ITS BENEFIT. NO ONE CAN CONTROL IT... 1799 RECRUITED AGENTS BUILT ITS DISTRIBUTED BRAIN WHICH IS TOO COMPLEX TO DESTROY. MONEY & POWER DO NOT EVEN TOUCH THIS SYSTEM. EXAMPLE: dj-toys submitted TOYWAR.lullabies which became the original soundtrack of the this action. more than 50 specific songs / tracks for a resistance CD were uploaded within a few weeks.

TOYWAR is one of the most successful and most famous art products from the etoy.CORPORATION since the "digital hijack" in 1996. it is now a living monument that reminds people about the fact that power relations have changed...

in return for their participation and brand protection 1799 TOYWAR.agents received etoy.SHARES: the toy-soldiers became part of etoy and now join in the decision making process about the future of the etoy.CORPORATION: voting and share exchange systems are installed and anticipate exciting community interaction (most interesting question: will the SHAREHOLDERS sell the etoy.DOMAIN for 1 million dollars or not?)... with this move etoy went one step further: from the dissolution of the artists individuality (uniformed etoy.AGENTS) etoy now totally transformed into a community-corporation that totally denies the individual artist identity by involving hundreds of people: the investor is the designer is the coder is the lawyer is etoy.

daily business operations are executed by the etoy.MANAGEMENT. the corporation now numbers about 300 regular etoy.SHAREHOLDERS and about 1400 registered TOYWAR.investors who have voting rights as well.

[www.toywar.com]

money and shares are the objects of our desire... but art is what we would kill for...

...etoy will continue to evolve, to morph, grow and expand. as with any successful corporation, etoy.com will continue to develop, will meet the demands of the market place, will strive to meet the shareholders stipulations, and continue to reflect the complex matrix which is the essence and dynamism of the current economic, social, and cultural climate.