

Deconstruction of global d-commerce

a exhibition by Hans Bernhard and Alessandro Ludovico
2 - 23 April 2005

GWEI - Google Will Eat Itself

We generate money by serving Google text advertisements on our website GWEI.org. With this money we automatically buy Google shares. We buy Google via their own advertisement! Google eats itself - but in the end we'll own it! By establishing this model we deconstruct the new global advertisement mechanisms by rendering them into a surreal click-based economic model. We inject a social virus ("let's share their shares") into their commercial body hidden under a polite and friendly graphic surface.

Then we hand over the common ownership of Google to the GTTP-community - Google To The People. A bit more in detail: One of Google's main revenue generators is the "AdSense" program: It places hundreds of thousands of little Google text-ads on websites around the world. Now we set up such an AdSense-Account for our GWEI.org website. Each time someone clicks on one of our Google text-ads, we receive a micropayment and Google retains the same amount of money plus a certain percentage for its services - that's how they make their huge profit. Google pays us monthly by check. Each time we receive enough money, we buy the next Google share [NASDAQ: GOOG, currently trade between 150-250 USD]. This is the "real new economy" - users get shares just for clicking! So, how do we generate traffic and clicks? We use both a technical and a social level to reach our goal:

1. With a sophisticated and on-the-edge browser-server tool [flash/php] we generate a steady flow of clicks. We are locking the software on a limited amount of pageviews [~2500] and clicks [~200] per day. There is no difference between human clicking and this level of machine generated clicks - we are no script-kiddies but bastard artists.
2. Additional to that we use our GTTP-community* to spread the site and do pageviews & clicks. Low key social engineering through our neural.it & ubermorgen.com networks can aggregate waves of inconspicuous clicks.

GWEI.org/gwei/ is the hidden web-site to show-case and unveil a total monopoly of information [Google search-engine & added services], a weakness of the new global advertisement system and the renaissance of the "new economic bubble" - the "reality" is that Google is currently valued more than all Swiss Banks together (sic). Let's open their goldmine to the people as long as we are able to.

<http://GWEI.org> - Global Web Marketing & E-Business Information Magazine

Background

Hans Bernhard (1973) lives and works in Vienna and St. Moritz, founder of etoy - <http://etoy.com> & UBERMORGEN.COM - <http://ubermorgen.com>. Aliases: hans_extrem; etoy.HANS; etoy.BRAINHARD; David Arson; Dr. Andreas Bichlbauer; h_e; net_CALLBOY; Luzius A. Bernhard; Andy Bichlbaum. "His style can be described as a digital mix between Andy Kaufman and Jeff Koons, his actions can be seen as underground Barney and early John Lydon, his "Gesamtkunstwerk" has been described as pseudo Duchampian and Beuyssche and his philosophy is best described in the ubermorgen slogan: "It's different because it is fundamentally different!" - Bart Kessner. Exhibitions & Awards: Konsthall Malmoe, NTT ICC Tokyo, Lentos Museum of Modern Art, SFMOMA, Kunsthaus Graz, Ars Electronica KOP Taiwan, EXPO.02 Switzerland, Aldrich Contemporary Art, c3 Budapest, Museu d'Art Contemporani de Barcelona, Blasthaus San Francisco, Secession, Kunsthalle St. Gallen, Museum of Contemporary Art, Tokyo, ART Basel. In 2003 UBERMORGEN.COM received a "Honorary Mention" from Ars Electronica media festival in Linz / Austria. In 1996 Hans Bernhard was awarded with the golden Nica [etoy / the digital hijack; net.category, Prix Ars Electronica].

Alessandro Ludovico is a media critic and editor-in-chief of Neural magazine since 1993 (Honorary Mention, Net.Vision, Prix Ars Electronica 2004). He has written: 'Virtual Reality Handbook' (1992), 'Internet Underground.Guide' (1995), 'Suoni Futuri Digitali' (Future Digital Sounds, 2000). He's one of the founding contributors of the Nettime community and of the 'Mag.Net (European Cultural Publishers)' organization. He writes for various international magazines and is also an expert on the Runme.org board, a collaborator of the Digitalkraft exhibitions, and has curated different new media art exhibitions. Weekly he conducts 'Neural Station' a radio show on electronic music and digital culture and is part of the n.a.m.e. (normal audio media environment) group.

1

GWEI – Google advertisement / HOW IT WORKS

2005

Ink on Paper, mounted on Wood

84x59,4cm Ink on Paper, blockmounted on 12mm chipboard

Edition of 3

Selling Price: R 3000.00

VAT: R 00.00

Total: R 3000.00

2

GWEI – Google Will Eat Itself – THE ATTACK

2005

84x59,4cm Ink on Paper, blockmounted on 12mm chipboard

Edition of 3

Selling Price: R 3000.00

VAT: R 00.00

Total: R 3000.00

3

Google Will Eat Itself - GWEI – Google To The People - GTTP

2005

84x59,4cm Ink on Paper, blockmounted on 12mm chipboard

Edition of 3

Selling Price: R 3000.00

VAT: R 00.00

Total: R 3000.00

4

Deconstruction of global d-commerce / THE NAVIGATION

2005

84x59,4cm Ink on Paper, blockmounted on 12mm chipboard

Edition of 3

Selling Price: R 3000.00

VAT: R 00.00

Total: R 3000.00

5

THE HIDDEN WEBSITE – GWEI - Google Will Eat Itself

2005

84x59,4cm Ink on Paper, blockmounted on 12mm chipboard

Edition of 3

Selling Price: R 3000.00

VAT: R 00.00

Total: R 3000.00

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THE HIDDEN WEBSITE – GTTPI - Google To The People

2005

84x59,4cm Ink on Paper, blockmounted on 12mm chipboard

Edition of 3

Selling Price: R 3000.00

VAT: R 00.00

Total: R 3000.00