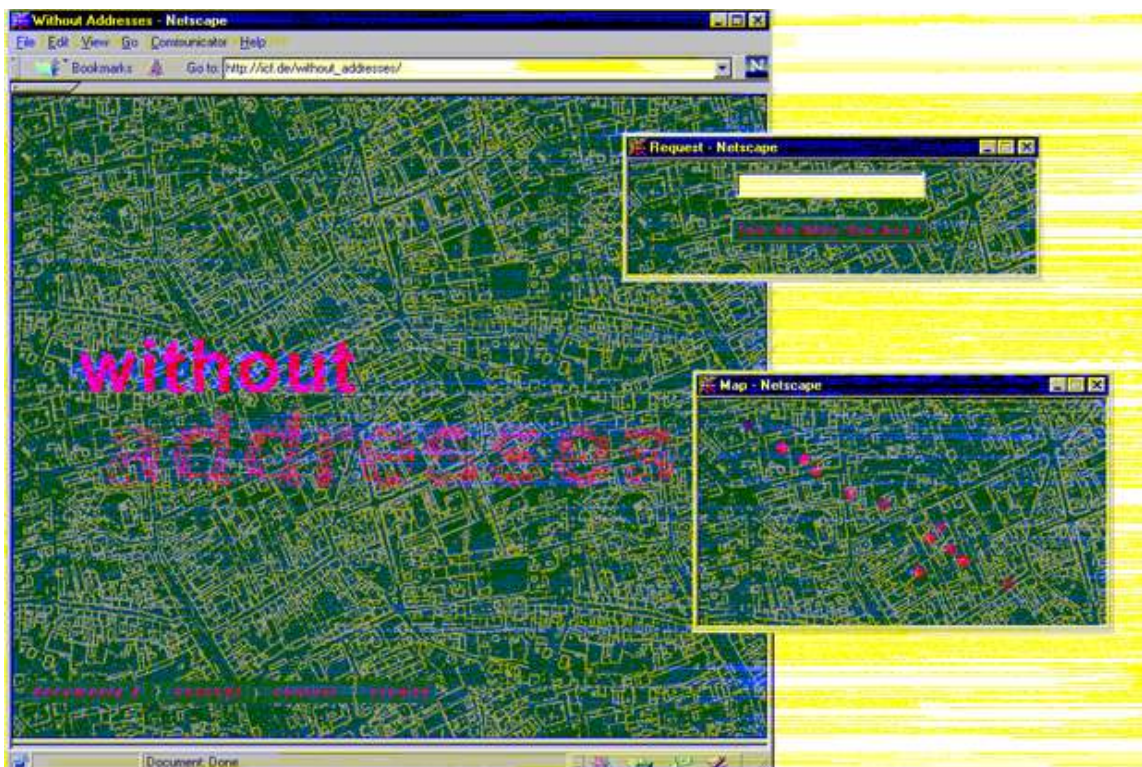


http://sero.org/without_addresses

(during documenta X exhibition: http://www.documenta.de/without_addresses)

part 1: concept / project description



Blank & Jeron @ documenta X, Kassel 1997

concept

project title

without addresses

keywords

Structural formation of dynamic systems, complexity, orientation in sign systems, labyrinth, identities, scanning, collecting traces, scanning, inscription, paths, routes, topology, time, without addresses

abstract

Our idea is to initiate a self-writing Web site.

According to Roland Barthes'¹ text about orientation in Tokyo, to visit that city for the first time means to begin writing it. Addresses do not exist in Tokyo. In consequence, visual experience - as opposed to its customary representation - becomes a decisive element in orientation.

To find one's way is to move. Movement gives rise to path configurations. The systems of routes which interest us with regard to this project are unplanned, two-dimensional structures that inscribe themselves on an immaterial surface. No superordinate routing system exists to point the visitors in the desired direction.

The visitors to the Web sites leave behind traces that expand into paths and produce routes. They inscribe on the map their presence. The structure - the system of routes - is formed by the totality of visits paid.

The self-writing Web site has no addresses, no index. The individual visitor acquires no knowledge of the site's overall structure.

The Website "without addresses"

On-line version for visitors accessing the site through the Net:

The start page activates two applications alongside the opening document. The first application opens a simple text input field in a separate window. Here the visitor has the opportunity of beginning the inscription procedure.

He/she is prompted by the words:

"Tell me who you are."

The entered text is used as search string for an on-line search through the Internet. An individual

¹ Theoretical base of the project is a text from Roland Barthes; Empire of signs, chapter: without addresses;

HTML page is generated on the basis of the findings of this search.

The visitor has now left behind a trace in "without addresses".

The results of the search are manipulated in design on the basis of various layout patterns. Text is displayed in handwritten characters, images transformed into grey tones.

The layout patterns and the graphical manipulations underscore the systemic concepts of the project.

The second application generates a map on the basis of the HTML documents, showing them as dots on the map. The visitors' HTML pages are arranged on the map in chronological sequence.

The visitor selects dots in order to view the previously generated pages. This movement produces routes or connections between the dots. Only now does a structure emerge. The structure is expanded in real time and the personally chosen route is visualized. The visitor moves through the Web site by means of the map.

Made up by nodes and interconnections, this two-dimensional map is the only agency of orientation within the virtual space of "without addresses"

Frequently Asked Questions

>What inspired you to create "Without Addresses"?

The first idea was to initiate a self-writing website, generated by a minimal user interface.

According to the book 'Empire of Signs' from the french theoretician Roland Barthes about orientation in Tokyo, to visit that city for the first time means to begin writing it, we developed "without addresses". He describes the problem of orientating oneself in Tokyo, where addresses in the traditional sense do not exist, but depend on the visual memory of the visitors.

'Without addresses' deals with the internet itself - the desire of people leaving their traces on the net (like in real life). We are interested in playing with the participants "identity" by representing them with funny pseudo-individualistic handwritten characters, new background colors, and converted pictures. We don't generate new content, but take what the search engine finds. We shift content, which is already available on the net, into a complete different aesthetic context.

Unfortunately it's true that there are a lot of marketing agencies collecting information about people for commercial use. They are doing semantic researches on different ways, like scanning movements of people on the net and connecting this information to generate more precise information about their age, job, interests etc.

"without addresses" doesn't generate new information. We take what Internet search engines offer to us: We scan this information and represent it as deformed mirror like a homepage-recycling-machine. So if you tell the project your name, mostly it will be generated a search result of a different person

with the same name.

This is funny, because they`ll find their name on a web page with strange text and picture layouts, which doesn`t belong to them. Our project is more a desinformation than an information system - something like an oracle. It shows that your identy doesn`t really depends on names or symbolic descriptions.

The pure act of communicating with the system is that, what an identy for a person constitutes. The question "tell me who you are !" provocates typing a name. We are surprised that a lot of anonymous people type in their own name or another one.

Before we started to realize "without addresses", we watched people typing their own names into a request formular of an Internet search engine.

They are curious about finding traces about theirsself like watching in a mirror in real life. This is not negative - it`s a typical human desire and we like to play with it in a symbolic way.

>Do you think that the web is a valid "art medium"? Or is it merely a
>gimmick?

It is both, but a passing phenomenon, because new technological standards will appear soon !
We don`t need a "valid art medium" to produce art.

> What makes the web an interesting medium for an artist? How is it
>different from more traditional media, such as painting? Or from newer
>media, such as installation or video?

The Web is only the popular surface of the Internet, but an interesting kind of melting pot. The net is our toolbox and at the same time object on closer inspection. It`s a kind of meta-medium. But knowbody will promise us, that projects, developped for webbrowsers from 1997, will run on the next browser generation some years later, too. Technology is extremely temporary, but the desire of people towards technology remains the same. So - we are interested in the users behavioural patterns special on the net and in general in the information society. We like to design these experiments as open processes and not as finished works. The results of our project are aesthetic traces of (des)information and trash of the Internet .

Kunstprojekt Website

„without addresses“ Joachim Blank und Karl Heinz Jeron (Berlin)

Eine sich selbst schreibende Website.

Ausgehend von Roland Barthes Text zur Orientierung in der Stadt Tokio bedeutet ein erster Besuch dieser Stadt den Beginn, sie zu schreiben: Tokio hat keine Adressen. Dadurch wird die visuelle Erfahrung und nicht, wie gewohnt, deren Repräsentation zu einem entscheidenden Element der Orientierung. Orientieren heißt sich bewegen. Bewegung läßt Wegesysteme entstehen. Wegesysteme, die uns bei diesem Projekt interessieren, sind ungeplante, zweidimensionale Strukturen, die sich auf einer immateriellen Oberfläche einschreiben. Es gibt keine übergeordnete Wegeführung, die den Besuchern die Richtung vorgibt.

Die Besucher der Website hinterlassen Spuren, die sich zu Pfaden erweitern und Wege erzeugen. Sie schreiben sich ein. Die Gesamtheit der Besuche bildet die Struktur, das Wegesystem. Die sich selbstschreibende Website hat keine Adressen, keinen Index. Der einzelne Besucher erhält keine Kenntnis über den gesamten Aufbau der Website.

Die Startseite aktiviert neben dem ersten Dokument zwei Applikationen. Die erste Applikation öffnet ein einfaches Texteingabefeld in einem eigenen Fenster. Hier erhält der Besucher die Möglichkeit, den Vorgang des Einschreibens zu starten.

Er/sie wird aufgefordert: „Sag mir, wer du bist ?“. Der eingegebene Text wird als Suchmuster für eine Online- Recherche im Internet benutzt. Aus dem Ergebnis der Recherche wird eine individuelle HTML-Seite erzeugt. Der Besucher hinterläßt eine Spur in "without addresses". Das Abfrageergebnis wird durch verschiedene Layoutvorlagen gestalterisch manipuliert. Dabei wird Text handschriftlich repräsentiert und Bilder werden in Graustufen umgewandelt.

Die zweite Applikation erzeugt eine Karte aus den HTML-Seiten, die durch Punkte repräsentiert werden. Die HTML-Seiten der Besucher sind auf der Karte in einer zeitlichen Abfolge angeordnet. Der Besucher wählt Punkte an, um sich bereits generierte Seiten anzusehen. Diese Bewegung erzeugt Wege beziehungsweise Verbindungen zwischen den Punkten. Dadurch entsteht erst eine Struktur. Sie wird in Echtzeit erweitert und der persönlich gewählte Weg wird visualisiert. Über die Karte bewegt sich der Besucher durch die Website. Die zweidimensionale Karte, bestehend aus Knoten und Verbindungen ist die einzige Instanz zur Orientierung im virtuellen Raum von "without addresses".

Joachim Blank, geb.1963 in Aachen, lebt in Berlin und Leipzig

Karl Heinz Jeron , geb.1962 in Memmingen, lebt in Berlin

1993-94: "Handshake"

<http://www.icf.de/handshake> (mit Aselmeier, Haase)

1995: Grungung und Entwicklung "Internationale Stadt"- "International City Federation": <http://www.icf.de> (mit Aselmeier, Haase, Kunkel, Kaulmann, Schmitz)

1996: "Even a stopped clock tells the right time twice a day":

<http://www.icf.de/clock>

Pressemittellung
Press Release



documenta X 21. Juni bis 28. September '97
documenta und Museum Fridericianum Veranstaltungs GmbH
D-34117 Kassel, Friedrichsplatz 18, Tel. 0561-7072 70, Fax 0561-7282724

Ideen als
Ordnungsschritt

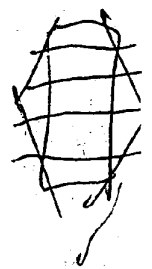
Dokument (nur neues Power für Update)

without old address

Thema

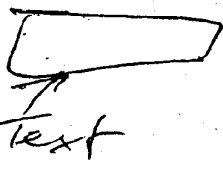
"Zitat" Z.B.

- Komplexität
- Quellen (Wegpunkte) → Erstelle
- Struktur (Wegpunkte)

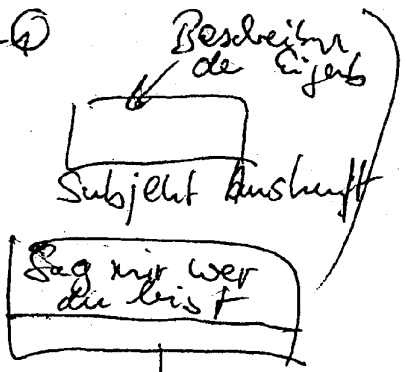
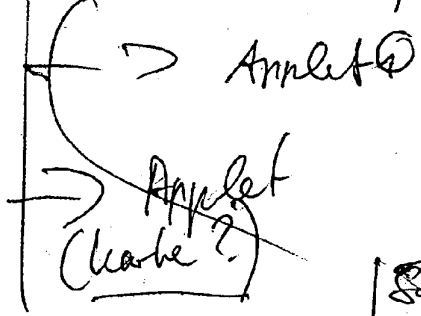


Praxis

Startseite :

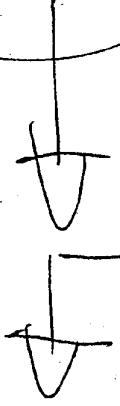


bezieht sich auf RB
als Textfragment
→ Text - Postscript (wegen Typo) → Gif
(Random) (preabs)



Althavista

Feed!



für den
88748976? (handschrift)

→ Text - PS → Gif (evtl. Läh)
(Hintergrund)

Generierung von HTML → DB
aus Leser