

FOR IMMEDIATE RELEASE – PR Squared / Panikbluete

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Amazon Noir – The Big Book Crime
Out of court settlement

UBERMORGEN.COM, PAOLO CIRIO, ALESSANDRO LUDOVICO

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

THE PLOT

The Bad Guys (The Amazon Noir Crew: Cirio, Ludovico, Lizvlx, Bernhard) stole copyrighted books from Amazon by using sophisticated robot-perversion-technology coded by supervillain Paolo Cirio. 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. Lizvlx from UBERMORGEN.COM had daily shoot outs with the global massmedia, Cirio continuously pushed the boundaries of copyright (books are just pixels on a screen or just ink on paper), Ludovico and Bernhard 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.

Thieves of the invisible

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

Dialogue

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

THE TECHNOLOGY

The Amazon Noir Robots (Sucker01-12) used the frontdoor to access the huge digital library of Amazon.com. They tricked around with Amazon.coms "Search Inside the Book" function until it gave away the complete volumes of copyright protected books. This was carried out by sending 5.000 – 10.000 requests per book. After this process the data was logically reassembled into pdf-format by the SIB-Book-Generator.

Diagram

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

Daniel Spiegelman:

<http://www.amazon-noir.com/TEXT/TheBookThief.html>

THE TRUTH

All our work is done in the open. Our matter is accurate. Amazon Noir was scripted as an auto-generated internet-movie. The whole digital action (media hack) was carried out in the global massmedia, within the art world and on a highly sophisticated technical level in the clandestine matrix of our global networks.

Amazon USA, Amazon U.K., Amazon Germany and Amazon France were vulnerable targets. During the attack they transformed part of the „Search Inside the Book“ technology to defend the rights of the copyright holders – without actually solving the problem. Over 3000 Books were downloaded and distributed through p2p (Peer-to-peer networks: Gnutella/G2, BitTorrent, FastTrack, ed2k) between April – October 2006.

In July 2006 Amazon France and Amazon USA threatend to litigate. The matter was resolved out of court October 30th, 2006. Amazon (USA/France) bought the Amazon Noir software for an undisclosed sum – both parties signed a non-disclosure agreement.

Media Coverage (before settlement)

WMMNA (E): <http://we-make-money-not-art.com/archives/008920.php>

Heise.de (E): <http://www.heise.de/english/newsticker/news/76240>

Turbulence (E): <http://www.turbulence.org/blog/archives/002947.html>

La Liberation (F): <http://ecrans.fr/spip.php?article574>

Der Spiegel (D): <http://www.spiegel.de/netzwelt/web/0,1518,435195,00.html>

ORF (D): <http://futurezone.orf.at/it/stories/138531/>

Die Zeit (D): <http://zuender.zeit.de/2006/42/netz-kunst-amazon-noir-ubermorgen>

ORF (D): <http://futurezone.orf.at/it/stories/151370/>

Telepolis Interview (D): <http://www.heise.de/tp/r4/artikel/24/24034/1.html>

THE AUTHORS

UBERMORGEN.COM (Lizvlx/Hans Bernhard) [A/CH/USA, *1999]

UBERMORGEN.COM is an artist duo created in Vienna, Austria, by Lizvlx and Hans Bernhard, founder of etoy (<http://www.eto.com>). Behind UBERMORGEN.COM we can find one of the most unmatched identities – controversial and iconoclast – of the contemporary European techno-fine-art avant-garde. Their open circuit of conceptual art, software art, net.art and digital activism (media hacking) transforms their brand into a hybrid Gesamtkunstwerk. 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" or "super-tomorrow".

<http://www.ubermorgen.com>

Paolo Cirio, AKA bidibid, (I, 1979)

As agitprop he organizes illegal events, from net-strikes to happenings on the street and various radical culture jamming actions. He works with video-art, street-art, body-art, public-art and interaction-design, especially in the field of illegal-art. He is an activist against the NATO militarism (he curated a international anti-NATO web portal). He was part of the software-art collective [epidemiC] and collaborated with many other historical Net.Art groups.

Currently he works freelance as web designer and web developer.

<http://www.paolocirio.net>

Alessandro Ludovico (I)

Alessandro Ludovico is a media critic and editor in chief of Neural magazine from 1993 (<http://english.neural.it>), Honorary Mention, 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 contributor of the Nettime community and one of the founders of the 'Mag.Net (Electronic Cultural Publishers)' organization. He's also an advisor for the Documenta 12's Magazine Project, and has lectured all over Europe and Canada. He teaches Computer Art and Interface Aesthetics at the Academy of Art in Carrara. From 2005 he collaborates with Ubermorgen and P.Cirio with which he made the 'Google Will Eat Itself' (Honorary Mention Prix Ars Electronica 2005, Rhizome Commission 2005, nomination Prix Transmediale 2006) and 'Amazon Noir' projects.

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Press-Materials (Links, High-Res Images): <http://www.amazon-noir.com/press.html>

Selected Photos: <http://www.flickr.com/gp/13957941@N00/puT2c4>