

ambitiousbitch in the press

La navigation et l'interface sont originales : le sommaire se transforme au fur et à mesure que l'on progresse dans le CD-ROM, des portes colorées s'ouvrent pour que l'on s'y engouffre.

L'interactivité apparaît omniprésente.

Agnès Batifoulier / Le Monde 27-28/10/96

Ambitious Bitch looks very rich – in texture, presentation, content and style.

...Marita eviscerates the bowels of multimedia tecknowhow and post-feminism - making it fun, funky and lime- green fresh!

Geekgirl 6/96

The program uses English and French but is deeply Finnish: assertive, deceptively simple and technologically advanced.

...a sort of computer game with attitude.

Sara Henley/Bangkok Post Jan/96

...an imposing example of the alliance between intellect and the senses, a sort of sensual orgy in which sounds, colours and words are woven together.

...a Pandora's box, full of surprises.

One of the most exciting and provoking CD-ROMs I have seen...

Ana Valdes / Dagens Nyheter 7/3/96

AB is a refreshing and non-threatening introduction at the possibilities of CD-ROM, as a media for artistic expression.

Lionel Dersot / Cd-Rom Fan, Japan 8/96

The visualisation, design and colours are closely linked to the codes and logos of popular culture, up to the techno and ambient style font-choises.

Springler 2/96

Marita Liulia

マリタ・リウリア (フィンランドの女性アーティスト)

文/リオネルデルソン 撮影/Jaanis Kerkis

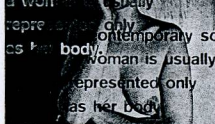
出版社: Oy Edita Ab
Fax: +358 0 566 0615 (フィンランド)
E-mail: tuija.makonnen@edita.fi
URL: www.edita.fi

To be a woman is something so strange,
so confusing and so complex that only
a woman can manage to do it.



Studio Telos/Edita

In contemporary society
a woman is usually
represented only
as her body.



——あなたの作られたCD-ROM
「Ambitious Bitch」とはどんなもの
でしょうか。

Marita Liulia (以下 M L)
「Ambitious Bitch」は、20世紀の終
りを間近に控えた女性たちのワイショ
ン表現したものです。もちろんそれは私自
身のセルフポートレイト的なものでもあり
ます。なぜならこの作品は私の主観的な
立場から制作されたものだからです。
特に男性が好む様な「男性的」性質は
持っていない。このタイトルの特徴は、
ヴィジュアル・イメージがさらに概念的・
精神的なイメージをユーザーに呼び起
すために使われている、ということです
にあります。例はこのタイトルでは女
性の性質を一つ一つの画面に表示しま
す。表示される「性質」すべてを備えた女性
などないという点です。

——このタイトル由来は、
M L オランダ人文学博士でもある友
人が私のことを「Ambitious Bitch」と呼
んでいた。後にマンナが自分の会
社の名称に「Makonnen」が彼女につけたあた
なを連想したと読み、この二つを組み合
わせて「Ambitious Bitch」というタイ
トルを選びました。

——あなたの最初のCD-ROM作品は
「マル・グルクセ」という、フィンラ
ンドモダン・アートの理解と普及に決定
的な役割を果たした人物についてのディ
ジタル・アートカタログでした。

M L はい、その通りです。「Ambitious
Bitch」は、私の2作目のCD-ROM
になります。1作目「フィンランドの文化的
景観に於けるモダニズム」についての、美術
館のための作品でしたが、その時、私は美
術館を訪れる人々についての統計を調べ
ることはできませんでした。その結果、美術
館を訪れる人々のほとんどは、中流の収入
があり、それなりの学歴もある、中年の
女性で占められているというデータを得
いたのです。私の初めての作品は彼女た
ちに向けたものでした。

——現在数多くのCD-ROMが制作され
ていますが、私の興味を惹くものはな
い

ずかしがありませんが、なぜなら残りのほと
んどは、特に商業的ジャンルではその傾向
が強いのですが、互いのマニエリシカな
っていないからです。それらは特定の思想を
持つ大抵白人の男性をターゲットにし
たものです。でもコンピュータやマルチ
メディア、カルチャーに興味を持っている人
は、彼ら他にもっと違うのです。そこ
で私は、失敗する危険は伴いますが、自
分自身が気に入るものであるようなもの
を作ることにしました。もちろん性別
にかかわらず、あらゆるタイプの人に試
してもらいましたが、そして幸運にも私の考
えに賛同してくれる編集者を見つけたの
です。

——CD-ROMにも性別的な偏重の問
題があると思いませんか？
M L ええ、女性のためのCD-ROMを
制作するということは政治的な意味合
いを含んでいます。

私は将来、テクノロジーが更に発展し
ている世界での、女性の立場を心配して
いる。コンピュータやプロログに作ら
れている限り、女性はテクノロジーや教育の分
野に完全に入り込むことはできません。
しかし、少なくとも男性がそのグループに
分類されるわけでもありません。

——アート表現のメディアとしてのCD-
ROMとマルチメディアに対してはどう思
われていますか？

M L 私は、マルチメディアは素晴らしい
アートのための媒体だと思います。それ
は私の夢をかなえてくれます。私はす
と言葉やイメージ、動きや音、ビデオ映像
を思い通りに組み合わせることができ
ばと思っています。マルチメディア
はそれを可能にしてくれるのです。私にと
って、コンピュータのモニタは何でもでき
る小さな劇場のようなものです。コンピ
ュータとマルチメディアは、これらの要素を
一つにまとめ上げることを可能にしまし
た。

——アートとその他のCD-ROMは、一
つのジャンルとしての立場を確立できるで
しょうか？
M L アーティストスタイル的なCD-ROM

は、いくつかのジャンルとして確立され
ていますが、そのままの一番大きな
問題は資金です。一体何人のアーティ
ストたちがこの新しいメディアを自分のた
びの表現のために利用してはいるだけの資
金を持っているのでしょうか。そして、体
何人かのために必要な教育や知識を持
っているのでしょうか。それがジャンル
が成長していく上で必要になるものでは
ないかと思っています。

——作品を制作する際の「タフ」はどの
ように感じるのですか？

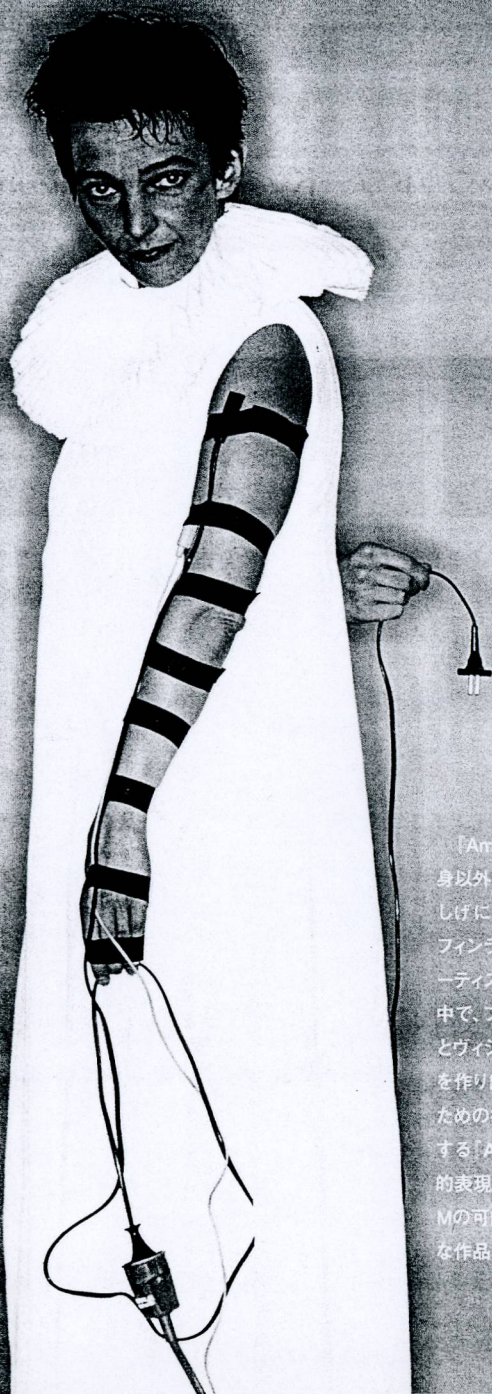
M L 僕は私と一様には事をするので
必要な知識の一つです。私たちが何かを
決めるときは、十分なディスクションの
上、ベストなものに決定します。私は制
作スタッフに十分な自由裁量を与え、い
ますが、それは彼らに自分の持っている事
を、理解してほしかったからです。

その過程で、私は彼らから技術的な事
を学び、彼らは私が「リアル」やトラ
マについての知識を得るのです。

——「Ambitious Bitch」は、あまりア
ンタラティブ「性」を備えていませんし
たが、次作はどのくらいおもしろい
M L ユーザーも、もちろんコンピュータを
使うことに慣れていますから、次作では
もっとインタラクティブ性の強いものに
しようと思っています。私は「コンピュータ
」エキスパートやオタクの人々にはなく
いて普通の人々に作品を見てもらいた
いと思っています。マルチメディアとい
うメディアはたまたまはかりであり、私
は新しい表現法や新しい形式でのアート表
現に最も大きな可能性があると思います。

興味深い芸術は、常に新しく、変わった
視点で、そして誰にも見つかからない
な組み合わせによってつくられるものと
私は考えます。私はアートとエンター
テインメント、そしてテクノロジーを、高
級・低級な文化というレベルを越
えて組み合わせたい作品を作りたいと思
っています。次作は男性を題材にした作品
になるでしょう。タイトルは「CD-ROM
」にしたいと思います。男性は女性の
共通し産業は、彼らが皆「Bitch」の思
子だということです。

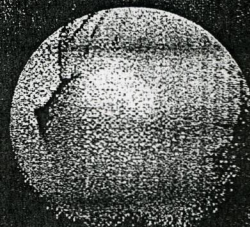
誇り高き「フェミニスト」。



「Ambitious Bitch」とは彼女自身以外の何者でもないことを、誇らしげに認めるMarita Liulla。このフィンランド生まれのデジタル・アーティストは彼女の2作目の作品の中で、フェミニズムについて、言葉とヴィジュアルのカレイドスコープを作り出した。「女性による女性のための初めてのCD-ROM」を自称する「Ambitious Bitch」は、芸術的表現のメディアとしてのCD-ROMの可能性を示す、リフレクティングな作品である。

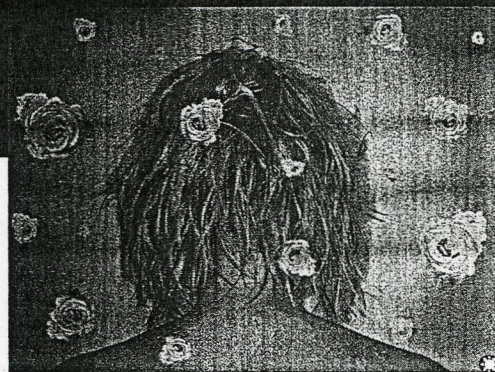
Have you already met the Ambitious Bitch?
Avez-vous déjà rencontré la Garce Ambitieuse?

Ambitious Bitch



«Une femme, c'est comme un sachet de thé. C'est seulement quand elle est dans de l'eau chaude que l'on se rend compte de sa force.» Paroles de Nancy Reagan!

→ Imaginé, dirigé et dessiné par Marita Lulia, avec des ambiances sonores et des musiques de Ari Hirvonen, Ambitious Bitch (la garce électronique, en français) est un CD-Rom déroutant et amusant, auquel le jury du 5^e prix Möbius international a décerné, en septembre 96, une mention spéciale. C'est dans une veine féministe tendance intello, humour et (auto)dérision que l'artiste finnoise entreprend «une remise à jour visuelle de la féminité occidentale en ce changement de millénaire». Tout un programme, bilingue (anglais/français), doté d'une interface de navigation simplissime et pleine de surprises : on clique sur des bulles qui s'évaporent, des ballons qui rebondissent... Et joliment présenté dans un coffret orné de ce même tourbillon vert fluo très mode et qui s'ouvre sur une boîte rose fuschia et un très beau livret cartonné. Bref, le CD-Rom que les femmes achètent et que leurs compagnons leur piquent! En attendant la suite, intitulée Son of the Bitch... (si, si, elle ose!). CD-Rom pour Mac et PC, distribué par Microfolie's. Prix : environ 350 F.



Un CD-Rom certainement pas à l'eau de rose...

La RMN, Angkor et toujours...

C'est avec un CD-Rom consacré à Angkor, également au centre de l'exposition sur l'art khmer qui sera présentée aux Galeries nationales du Grand-Palais à partir du 2 février, que la RMN commence son année de production et d'édition de CD-Rom. Coproduit avec Infogrames et l'Unesco, conçu par Julien Frydman et Philippe Gaucherand, et développé par Le Lab, Angkor, Récit de voyage sera lancé dès la fin de ce mois. Au total, une dizaine de titres seront publiés au fil des mois, cinq d'entre eux étant déjà en cours de production. De quoi démentir une rumeur totalement infondée selon laquelle la RMN suspendrait sa production de CD-Rom...





SOCIÉTÉ **LA GARCE AMBITIEUSE**

VOYAGE AU BOUT DE LA FEMINITE

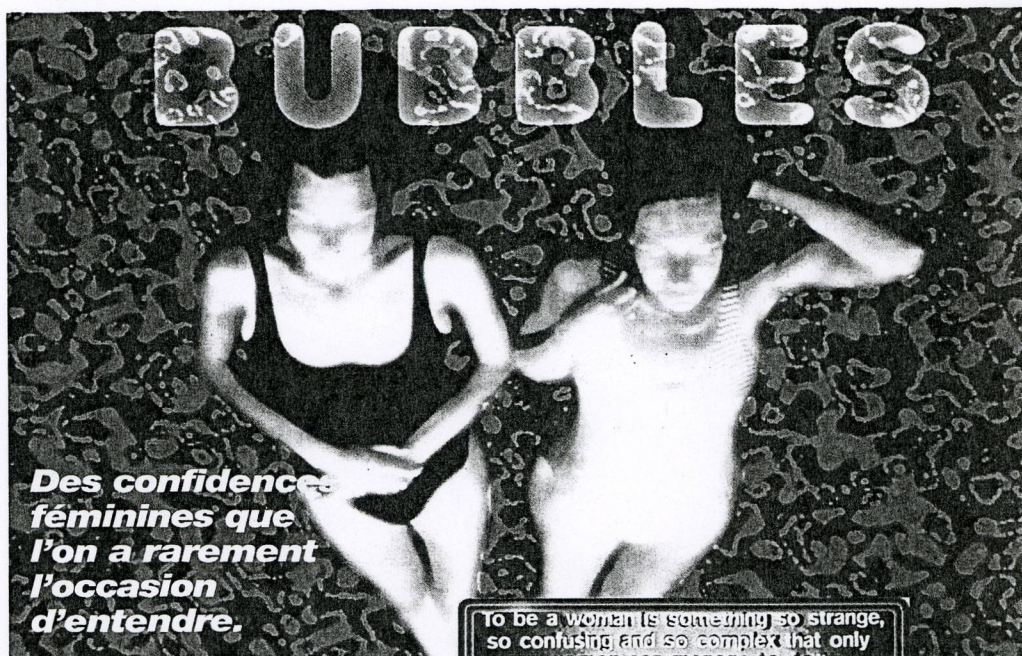


Un CD-ROM sur les femmes réalisé par une femme. Intelligent, caustique, brillant, esthétique... L'un des meilleurs titres de l'année. Son titre, justement ? *La garce ambitieuse*. Déjà tout un programme.

Etre une femme est une chose si étrange, si déconcertante et si complexe que seule une femme peut y arriver», affirmait le philosophe Soren Kierkegaard. Citations de personnalités célèbres à l'appui, de Sigmund Freud à Karl Lagerfeld, en passant par «l'incontournable» Simone de Beauvoir, il est facile de montrer à quel point les opinions sur les femmes divergent, selon les points de vue et les époques. On a tout dit sur les femmes. Tout, et n'importe quoi. Mais pour l'auteur, la Finlandaise Marita Liulia, l'opinion de chaque femme compte tout autant : «Modifiez-vous ! Exprimez-vous ! Soyez vous-même ! La garce ambitieuse se veut une remise à jour visuelle de la féminité en ce changement de millénaire. Pour établir le contact, j'ai voulu créer des images stimulantes, un espace audio riche et un système de navigation original.»

L'ART DU MULTIMEDIA EXPLOITÉ A FOND

Le programme, en anglais et en français, est divisé en douze destinations à explorer : la femme au passé, présent et futur, la mode, les qualités féminines, l'érotisme, etc. La navigation et l'interface sont particulièrement soignées. On se dirige dans les menus à l'aide de symboles : le cristal (un outil personnel), le cœur-qui-palpite, le «vortex» semblable à un tourbillon infini, etc. Le sommaire se transforme au fur et à mesure que l'on progresse, des portes colorées s'ouvrent pour que l'on s'y engouffre... Contrepartie de cette richesse, on se perd aussi, parfois, dans les méandres du logiciel. C'est que l'art du multimédia est ex-

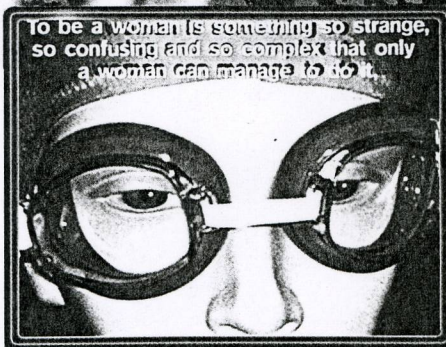


ploité à fond : incrustations vidéo, manipulations photos, effets cinétiques rappelant les débuts du cinéma, effets sonores, de la musique, écrits et animations, tout y passe.

Le fond est tout aussi riche. Loin d'une vision manichéenne ou complaisante, il donne à voir, à écouter, à réfléchir. Dans la partie consacrée aux perversions féminines (le fétichisme, l'anorexie, le «suraimer», etc.), par exemple, des femmes racontent leurs histoires. Des confidences sans voyeurisme, drôles ou émouvantes, que l'on a rarement l'occasion d'entendre.

Ce CD-ROM finlandais, qui a reçu la mention spéciale du 5^e Prix Möbius International en septembre 1996, cherche encore un distributeur en France. En attendant, il est disponible sur commande auprès de l'éditeur. A votre place, on se dépêcherait.

A. B.



Editeur : Edita
Pour PC et Macintosh

Configuration minimale requise :
PC 486 DX-33 ou Macintosh 68040,
8Mo de mémoire vive

Prix : 390 francs + frais de livraison.
Commande à adresser à Oy Edita AB,
Jukka Helisjoki, Vastauslähetys,
Sopimus 00043/1, INFO 775, 00003
Helsinki, Finlande. Tél. : +358-9-566
0500. Fax : +358-9-566 0853.
Internet : <http://www.edita.fi/bitich>

DES SITES POUR LES FEMMES

Certaines
organisations
féministes, ou
concernées par le
statut des femmes ont
leur site sur Internet :

<http://feminist.com>

<http://www.now.org>
(site de la National
Organization for
Women)

[http :](http://)

[//brise.ere.umontreal.
ca/~labria/femmes](http://brise.ere.umontreal.ca/~labria/femmes) (le
comité permanent sur
le statut de la femme)

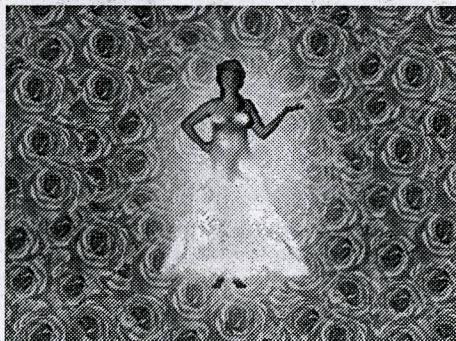
[http://brise.ERE.
UMontreal.CA :](http://brise.ERE.UMontreal.CA:80/~labria/femmes/pointeur/adresses.htm)

[80/~labria/femmes/
pointeur/adresses.
htm](http://brise.ERE.UMontreal.CA:80/~labria/femmes/pointeur/adresses.htm)

(pointeurs)

[http://www.
babelweb.org/mpc/](http://www.babelweb.org/mpc/)

nombreuses
entreprises dans le
secteur de la mode ou
qui ont leur



Lafayette

Après l'application
d'une crème, ces rides :

Chaque jour, appliquez la crème Lafayette.



28.11.1996 Le Monde

Féminité acidulée

Après ce parcours décapant, on se sent étrangement mieux dans ses escarpins

ETES-vous «une garce ambitieuse»? Volontairement ironique, le titre de ce CD-ROM, qui a reçu une mention spéciale au palmarès du 5^e prix Möbius International, dérange et aiguillonne notre curiosité. Les thèmes abordés avec plein de rebondissements imprévus sont très variés: la femme au passé, présent et futur, mode, qualités féminines, perversion (fétichisme, anorexie, «suraimer», etc.), contes érotiques... On rit, on est émue. «Etre une femme est une chose si étrange, si déconcertante et si complexe que seule une femme peut y arriver.» Cette citation de Soren Kierkegaard, choisie parmi beaucoup d'autres (Simone de Beauvoir, Sigmund Freud, Karl Lagerfeld...) est révélatrice du ton et de la vision très personnels de Marita Liulia, l'auteur. La navigation et l'interface sont originales:

le sommaire se transforme au fur et à mesure que l'on progresse dans le CD-ROM, des portes colorées s'ouvrent pour que l'on s'y engouffre. L'interactivité apparaît omniprésente. Parfois, on perd un peu le fil conducteur, mais qu'importe, car on prend vite goût à ce CD-ROM (en anglais et en français), au point de le commander en espérant que bientôt un distributeur français s'y intéressera.

Agnès Batifoulier

■ *La Garce Ambitieuse*, Edita, PC/Mac, 390 F + frais de livraison, commande à adresser à Oy Edita AB, Jukka Helisjoki, Vastauslahetys, Sopimus 00043/1, INFO 775, 00003 Helsinki, Finlande. Tél: 00 358 9 56 601. Fax: 00 358 9 5660 380. Site Web (<http://www.edita.fi/bitch>).

CD rom poupée Barbie trone-
ront enfin dans les bacs des distribu-
teurs multimédia. L'objectif: séduire les
petites filles de cinq à dix ans, qui sont

primé à plat, sous forme de patron, sur
un papier recouvert d'une mince
couche de tissu.

Les petites filles n'ont plus qu'à en dé-
couper les contours, réunir les ourlets

1-133

ambitious bitch – an unbuttoned cd-rom by marita liulia

"Hi there – I'm one of the many bitches you're going to meet," says the guide in Marita Liulia's interactive CD-ROM *Ambitious Bitch*, before diving into a mysterious vortex. Thus begins a journey into blonde jokes, erotic fantasies, the third wave of feminism, predictions by an *Ambitious Witch* – a game of feminine virtues and perversions, spiked with quotations from both feminist theory and selected celebrities.



unbuttoned users

Just a short dive does not reveal the complexity of *Ambitious Bitch* (AB). Its architecture follows the logic of randomness and concealment; instead of command buttons there is a glowing crystal – the symbol of feminine wisdom.

The interface was designed specifically with women in mind. Most test users were women, and pre-production research included interviews with women to find out about their experiences of computers.

"The buttonless interface was not only a visual but a political choice as well; commands would have diminished the pleasure of the work," says the author. Other subtleties of the interface include *Roses* which always conceal different things, and *Dressing Rooms* through which you reach female perversions. At one point the user must do a rubbing motion with the mouse instead of clicking... How does this work with women?

"Very well. There was this one guy, for example, who grabbed the mouse with a very dominating air. Bitch refused to obey him, however, until his wife reached from behind and said: 'Hey, I think I know how it works...' Then there were the three old ladies who were fluent with the program without ever having used a computer before..."

generation: bitch

The origin of AB can be traced back to Marita's previous CD-ROM *Maire*, a multimedia presentation about Finnish modernism of the 1950s and '60s. That work contained a figure called 'Marimekko girl', the idealized woman of the '60s.

"She was the emancipated 1960s Scandinavian woman, who was expected to combine an executive career with the virtues of a good housewife and cook. Her hobbies were supposed to range from philosophy to jazz, nature and sports – and she was expected to be charismatic as well. It was a unique range of expectations!"

The image of the perfect woman gradually became perverted as Marita thought about her own generation (that of the daughters of the Marimekko girl!) and when she studied feminist re-interpretations of Freudian theories. "Women have their own perversions: overloving, eating disorders, masquerades... The self-hate of young women is difficult to understand, and the experience of one's body is just a never-ending sense of imperfection. On top of that, the media often portray successful, strong women in a negative way. There is a need for positive role models."



Art & humour
Science & blondes
high culture & bad taste
haute couture & sweat
--- BANG!



«An instrument for
understanding the
complexity of femininity»

—Dagmar Nyheter/Stockholm.

March 31st 1996



«A sort of a computer
game with attitudes»

—The Japan Times.

Jan 31st 1996

Ambitious Bitch offers a multi-faceted role model, armed with postmodern fluidity: "AB plays with identities, alternating between roles to become in turn a mysterious dominating woman, an old lady or a punk rocker. But these are no paper dolls or Barbies, AB selects the roles herself."

In Ambitious Bitch, the typography also contributes to the role play. Even the names of the two principal fonts — *Blur* (round and feminine, but out of focus) and *Dead History* (which deconstructs old and new forms) — reflect the world of the AB. Altogether 50 typefaces colour the quotations and position themselves on the images.

Most of the pictures are from Marita Liulia's private archives. Their digital processing was the lengthiest part of the work. "It was all done 'manually', with Photoshop," says Marita, who decided to concentrate on photos to ensure high-quality visuals. Video in multimedia is still imperfect, and the use of effects just for their own sake would not have been interesting. In fact, technical limitations served to sharpen the design: "The works must be able to survive in the future, too, when there's more memory and more possibilities. Chaplin's films don't seem ridiculous just because they are black and white."

art, information...

Marita Liulia's CD-ROMs contain so much information that doubts have been raised about their status as art. "I'm interested in information as an element in art; in that sense I'm a child of Conceptual Art. You could say my method is academic: first I define my subject, next I choose the method, collect the material and then visualize it — but the result is never illustrated theory; it's always something more."

This method of critical humanism is applied by Marita also in her Media Survival workshops at UIAH, where students analyse media products and study alternatives. The idea is to show that theory is always part of the practice, a living dimension in all artistic work.

Liulia lavishes praise on her 'humanist' production team, whose members swapped roles whenever the need arose: sound designer *Ari Hirvonen* supplied psychoanalytical insights, while producer *Tuija Makkonen* from Edita and feminist scholar *Leena-Maija Rossi* offered their services as actresses, etc.



"The 'Bitch attitude' could be characterized as a blonde who relieves the tension during business negotiations by telling blonde jokes. She can laugh at herself, too."

& ambitious joking

Theory, then, should be taken no more seriously than information. One may wonder at the audacity of involving *Kierkegaard* and *Nancy Reagan*, *Barbara Cartland* and *Julia Kristeva* in dialogue side by side, but Liulia dismisses such attitudes with the observation that humour is one of the best weapons of feminism.

"The 'Ambitious Bitch attitude' could be characterized as a blonde who relieves the tension during business negotiations by telling blonde jokes. She can laugh at herself, too."

It is probably this attitude which explains a lot of the fan mail sent to AB. Positive feedback has been received from the 'geek girls' of WWW, as well as from engineers, who enjoy the surprises in Ambitious Bitch.

"The most touching comment came from a woman who had spent several hours immersed in the work. She said she kept thinking about herself all the time. The best art experiences are characterized by a strange feeling of coming very close to oneself, aren't they?" muses Marita, one of the Bitches.

Finnish blondes have more fun in cyberspace, too

By SARA HENLEY
Reuters, in Helsinki

What do you call it when a blonde dyes her hair brunette? Artificial intelligence. One of the most printable "blonde" jokes picked up by Finnish artist Marita Liulia on the Internet, this one features in an interactive CD-ROM she made, for blondes and other women.

"A multimedia dive into femininity," Liulia's computer brew of images, sound, text and video mixes lewd jokes and innuendo with the sharp feminist wit of a tough Nordic woman.

Few computer nerds would like the program's title: *Ambitious Bitch*.

bitious Bitch.

Liulia's ambition is to secure a place for women in anorak-infested cyberspace.

"All the existing multimedia programs have been designed for young males," Liulia said. "There's nothing for women."

Whether or not you know interactive multimedia, the simplest way to describe *Ambitious Bitch* is as a sort of computer game with attitude.

Among the program's 11 randomly generated menus are *Female Perversions*, *Erotic Tales* and *The Ambitious Witch*. It comes in technotoned pink-green packaging with digital sound and took a 16-strong team two years to create.

"Everything in it is designed for the woman who does not play on her computer on her holidays," said Liulia, a tiny, 38-year-old brunette.

Ambitious Bitch holds none of the mediaeval dungeons, buzzing enemy alien spaceships or bleeping hidden treasures common to classic "male" computer games. Though flirtatious, it has no sense of "soft-porn" eroticism.

Liulia is predictably unimpressed by bestselling multimedia games. "It's nothing compared to my *Bitch*," she said of a recent US-made hit, *Freak Show*.

Her "treasures" — such as a pink rose that pops up with a taunting, breathy sigh at

the top corner of a frame showing a tousled blonde head — can simply disappear when you try to catch them with the computer mouse.

"This is a tricky bitch, you know," said Liulia as she demonstrated one menu, which remains invisible unless you chance to move the mouse in a particular direction.

A key "female" trick in Liulia's program is its defiance of usual computer game rules. To seasoned game players it may seem to offer little more than a bag of tedious feminist epigrams: "When God created man, She was just practising."

You can play the program for hours without finding any rude blonde jokes. It

takes slightly more intuitive handling than the disciplined point-and-click to persuade *Ambitious Bitch* to yield its more dynamic elements.

"This is an exercise in using the mouse," Liulia commented at one of the menus, sliding the mouse to bring a static Paris metro map into motion and activate a jarring soundtrack.

As she agitated the mouse, images flashed from zoom to distant perspectives at different angles, with sound distorting and speeding up.

"Here you can get your own MTV (music television)," said Liulia. "But you have to move."

The program uses English and French but is deeply

Finnish: assertive, deceptively simple and technological-ly advanced.

About 61 percent of Finnish women work full-time and they were the first in Europe to win the parliamentary vote, in 1906. Yet few have reached top positions and Finns still repeat a popular saying: "you find a woman behind every little thing."

Liulia's comment on this proverb is to superimpose it over an image of herself standing in front of a sex shop.

"I can tell a story in text and then there are images which tell a completely different story," she said.

Despite the Finns' reputation as an uncommunicative people, this remote Nordic country now has Europe's

highest incidence of Internet users: about 43 per thousand of the population.

Internet surfers can find parts of the *Bitch*, as Liulia calls the project, on World Wide Web home page <http://www.edital.fi/bitch>.

She aims to update this site regularly for three years, by the end of which she expects to be using full-screen video.

The complexity of *Ambitious Bitch* is perhaps best illustrated by the menu *Female Qualities*.

Every time you click on one quality, more pile up on the screen until, like the Danish philosopher Soren Kierkegaard, you lose patience.

"To be a woman is some-

thing so strange, so confusing and complex that only a woman can manage to do it," he is quoted as saying elsewhere in the program.

Click on the word *insatiable* in purple type: you hear an unmistakably feline yowl and see torn, mauve silk wrapped around a pair of female legs.

Later you realise the picture was simply shot by a woman looking down at her ripped tights.

Liulia said a photographer friend took it: "She was just so cross, because she'd ruined her tights."

As if you couldn't guess, Liulia's next major project will be for and about men.

Its title? *Son of the Bitch*, naturally.

11/13



KVINNOR I DATORN Sid 4

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Kvinnan tar plats i datorn

MULTIMEDIA

Verk: Ambitious Bitch av Marita Liulia. Finns för PC och Mac

Utges av Förlaget Edita, Finland

Kan köpas på Konstig Bokhandeln i Kulturhuset eller på Stockholms Smart Show, som öppnar i dag, torsdag, på Wasahallen i Djurgården.

OM JAG fick bestämma skulle jag skicka våra politiker på studiebesök till Finland. Jag har aldrig hört hur den finska IT-satsningen är formulerad, men jag misstänker att det är avsevärt mindre högtidligt än den svenska varianten.

Finland har, med hjälp av framsynta kulturbyråkrater och riskvilliga politiker, blivit ett stort namn i datorkonst och multimedia. Från Finland kommer nu en av de mest spännande och provocerande CD-ROM som jag har sett.

Multimediekonstnären Marita (eller Merette) Liulia har skapat multimedieverket "Ambitious Bitch" eller "La Garce Ambitieuse". Användaren kan välja mellan två språk, engelska eller franska.

En interaktiv kavalkad över 2 000 år av västerländsk kvinnohistoria, en Pandoras ask, full av överraskningar. Som en avancerad utmaning till de traditionella rollspel som föredras av pojkar och män är "Ambitious Bitch" både tekniskt enkel och lätt att använda, trots att den ibland kan kännas en aning monoton.

Men det är det som är meningen, skivan är tänkt som en reflexion över ett tillstånd, en egenskap, ett verktyg för att förstå kvinnlighetens komplexitet.

LIULIAS VERK, som presenteras på torsdag som en av de stora händelserna i Stockholms Smart Show, konstmässan för avantgard- och multimediekonstnärer, är både satirisk och allvarlig, full med citat av filosofer som Simone de Beauvoir och Sören Kierkegaard, men också med bevingade ord av Barbara Cartland och Nancy Reagan.

Via huvudmenyn kan man navigera genom skivans interaktiva avdelningar, där erotisk litteratur, modevisningar och dockskåp blandas i ett dynamiskt sammelsu-

rium. Den erotiska litteraturen visar små korta detaljer ur aktuella finska författares verk, som Anna-Leena Harkönens och Raija Routoslains.

Bilder, ljud och atmosfär är laddade av beröringar och andfädda andningar.

Liulia driver både med det manliga etablissemangen och med den traditionella feminismen, hon försöker få användare att bejaka kvinnlighetens komplexa charm. Den postmoderna diskursen är väldigt viktig i "Ambitious Bitch", både Teresa de Lauretis och kroppskonstnären Orlan, som har använt sin egen kropp som övningsfält, bidrar med sina teorier till skivans intellektuella ryggmärg. Orlans konstaterande "I believe the body is obsolete" är både skrämmande och lockande.

FASHION, DÄR olika modekapare som Calvin Klein, Yves Saint-Laurent och Karl Lagerfeldt förklarar sin syn på kvinnor, är ett intelligent och vackert porträtt av begärets attributer och tillbehör. Min egen favorit är kvinnliga perversioner, som täcker ett brett spektrum,

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Gjord i samma anda som Laurie Andersons "Puppet Motel", är "Ambitious Bitch" ett imponerande exempel på alliansen mellan intellekt och sinnen, ett slags sensuell orgie där dofter, färger och ord vävs samman. Rosor, hals-huggna dockor, tekoppar, skor, bröllopsklänningar, det är en klippbok för nostalgiker och nittitalister, som växer upp i cyberrymdens periferi.

Liulias urval av kända citat och skämt är vasst som stilletklacker. "När Gud skapade mannen, höll han på att öva", eller "En kvinna utan man är som en fisk utan cykel" kommer att få vissa av mina manliga vänner att få hicka. Men i det manligt dominerade cyberrymden, där män länge varit ensamma herrar på täppan, börjar kvinnorna att kräva inträde.

Liulias "Ambitious Bitch" visar på ett roligt och intuitivt sätt att kvinnor och teknologi är förenliga och att kvinnor kan, med glimten i ögat, skämta med sig själva och med sin omgivning på ett ofriande sätt.

ANA L VALDÉS

Dagens Nyheter 7.3.76

ESVI



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ANA L VALDÉS

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ESVI

BODY
BODY
Art of d
Existence
AMBITIOUS BITCH



now, two brilliant girlie cd-roms, featured an issue apart!
the world really is changing you may recall kate cook's cd
- totally gorgeous featured in geekgirl # 5.
well, whats new now? *ambitious bitch*, directed by that
ambitious bitch herself, marita liulia, from finland is
way kewl, colourful and clever
at us\$128 a pop, it's not cheap but it certainly does live up
to its reputation of being a smorgasbord dive into the
magical multitudes of western femininity, a turn-of-the-
millennium update hmmm ambitious!



Marita Liulia is a sharp, skilful director of people and art. Her talent is to inspire us fems to re-awaken, and market the project to art galleries, libraries, educators and general CD-ROM junkies. Using shameless self-promotion and subverting the 'bitch' word, Marita eviscerates the bowels of multimedia technowhow and post-feminism - making it fun, funky and lime-green fresh! French or English, if you please...

With her mates and neither a smattering of matriarchy nor caviar in sight, Marita Liulia works with Terra Nova, Oy Edita AB and Ari Hirvonen to bring you a corker of a CD-ROM.

With a bit of help from the Promotion Center for Audiovisual Culture in Finland (AVEK) and the Finnish Ministry of Education, this CD is as tart

and swirly as the lime-green brochure and its slick promotional package is "a new way to approach women: through self-irony, randy wit and quirky brilliance, ambitious bitch communicates with challenging visuals, rich audiospace and an original navigating system".

All true, with a just a pinch of hype; hence, you simply have to forgive the reworking of old jokes by *Ambitious Blonde*: What do you call a blonde who's become a brunette? Artificial intelligence... Sometimes, the extenuating treatment of issues relating to body/gender/female perversions/erotic tales and even the chapter on ambitious witch got to me, thinking I had seen and heard it all b4. Well, I have, haven't I? Still, I managed to enjoy the CD immensely and be absolutely persuaded

that both women and men enjoy this multi-layered promo garb us much as us grrris do, without a grrroan or growl – looks like the world really is taking feminism seriously and not so sub/limely.

I caught up with Marita Liulja via e-mail in between France and Finland [sigh] jet setting bitch!) I had already suggested in previous e-mail that I thought *Ambitious Bitch* was a geekgirl zeitgeist on CD-ROM. "Grrris just want to have quad-speed CD-ROM players!"

geekgirl: I agree about our mutually quirky audience and perhaps a similar wicked attitude about gender. Are gender issues universal? If not, how is the notion of individuality and diversity being challenged by your work?

Ambitious Bitch: Gender issues seem to be universal these days. In the '80s I tried to find the last matriarch from Sumatra, but they said the last matron died long before computers were invented...same story in Brazil.

gg: What does post-feminism mean to you? You describe it as an awakening.

AB: Third Wave in Ambitious Bitch explains it all. To summarise, it's that:

- biological sex and social gender are both constructed
- there are differences also within genders
- flexible identities are gained through politics
- her/his many voices & multiple identities
- body is performative
- language, power and gender all connect
- mapping the borders of 'female' desires and fantasies
- new codes for femininity & role models & areas of expertise
- viewpoints of gays, lesbians & queers
- different feminist strategies coexist

gg: Speaking of lime, your CD-ROM, *Ambitious Bitch*, is totally luscious – did you have a market in mind when you designed it and what sort feedback have you received from your audience?

AB: Because there are so few CD-ROM titles for women or about women I wanted to create one. Luckily, I found a good editor who understood the

point and took the risk in publishing this work. I have had lots of feedback and excellent critics from men, too!

gg: Personally, I hate the word 'bitch' – it makes my skin crawl. I smiled when I heard the words 'ambitious' and 'bitch' combined: it gave me some insight into why you think the two words combined have this effect on people! Can anyone be an ambitious bitch and what does it take?!

AB: I must tell you the story of the name, *Ambitious Bitch*. The working title was, which sounds like conceptual art...eek. I was in Malaysia last winter reading Madonna's life story when I invented this Ambitious Bitch. It was my nickname long ago when I lived in the Netherlands, given to me by a friend – 45 years doctor of literature...Madonna used to name her companies using the ugly nicknames the press gave her...slut this and that, etc. I thought I could use the same idea and name this work after my own nickname...

gg: Now, if I'm not mistaken, 'ambitious blonde' is a drag queen. At the turn of the millennium do you think gender is still dazed and confused so we continually have to appropriate images in order to achieve some balance and harmony – is gender fluidity going to be our only way out/in?

AB: You are mistaken! 'Ambitious blonde' is a Swedish artist and sculptor, Anna Marie Ekstrand. This is her everyday dress and make-up (you should see the evening dress...). She is not a drag queen, but a very shy, gentle, young girl. It's true. More about blondes – I think they are about to change their sex. I have seen lots of limp, naked, bleached boys in magazines and in MTV. Just think about Golden Boys or Jarvis Cocker – the same old idea of dummy sex object.

cont.



IM3

gg: I think your latest project, *Ambitious Bitch*, is rich – in texture, presentation, content. Are gender issues being fought and won by elites? At US\$128, the CD-ROM is gorgeous and well worth it, but who is buying it and do rich bitches have more fun than poor ones?

AB: I don't know who buys it – it's a very new release. Many guys buy it for their girlfriends. I guess art museums and libraries buy it, as well as individuals who are interested in the issues or graphic style...We'll see!

gg: Such a sweet child with that teddy...Awww, come on, were you really a bitch at such an early age?

AB: I was a real bitch at an early age. My mother told me I made drawings on all possible surfaces I could find, and later I concentrated on reading. I was also very interested in ancient Chinese cities and the history of the Roman Empire.

gg: Now, the last time I wrote, you were in Paris – what's going on, what are you working on and can we all get as ambitious as you? In the new millennium which languages will we need to speak and who would you choose as a personal shopper?

AB: I have two exhibitions at the moment, a laser disc installation 'called 'Jackpot' is in the Web Bar

of a CD-ROM and oil colours aren't cheap! It cost a fortune to make this CD-ROM and everybody wants it for free. In case I want to continue directing these not-so-commercial titles my editor should sell some copies, too.

gg: Do you come from a privileged background? I read in your bio you suffer from severe arthritis from a childhood accident – do such experiences dramatically change how you look at life and produce art?

AB: My background is very modest – my mother was a cook, father a carpenter. Very noisy & loving childhood shadowed by the fact I could hardly move. I dreamed, red and draw and made plans for my future. Actually, all my plans came true – I saw all the seven seas, fell in love with capitano and became an artist. And the best thing is I can walk and even dance.

gg: Is Finland a really cool place to love and live?

AB: Yes. Finland is a cool place to live. Sun shines, we have white snow in winter, four seasons' not to get bored with, clean air, good quality food, nice honest people, lots of culture, lots of technology to work out. Enough peace and quiet to concentrate on work, too. If I miss pollution and action I can easily travel big European cities (per-

AMBITIOUS BLONDE: WHAT DO YOU CALL A

(e-mail:webbar@imaginet.fr) and the 'Ambitious Bitch' installation is in the Institute Finlandais. I will stay in Paris all spring and summer in order to study men for my next work. Working title is, naturally, *The Son of the Bitch*. Hmmm, tough work!

gg: Do you like techno music? I love the bright colours and fun zipped floral & spiral influences. Which scene are you into now? ...It must have been just awful living in that commune in your younger days – just think of all that shampoo which was pinched and the smell of stale group sex...erk..

AB: [smile] I like Bristol sound a lot – Massive Attack and Portishead.

gg: When inquiring about your CD-ROM for review, I was told no-one gets a free copy. Has this attitude of 'not selling your art' worked to your advantage or is it a recent strategy employed to sell product and accord you due respect? What is the art scene like in Finland – is everyone blowing it out their bitchy arse?

AB: When I worked with paintings and graphics I didn't give my work away either – they were sold by galleries. A painting of mine costs around \$3000 these days – hardly comparable to the price

sonally, I prefer South-East Asia and North Africa). Here I have enough good company and, of course, women are the most equal here. A good place for ambitious bitch to live and love.

GG: List some female perversions.

AB: Overliving, hairpulling, dieting and other forms of self-hatred, kleptomania, eating disorders, etc.

gg: Is packaging everything? Even to the extent women have to package themselves to succeed, what's your gut feeling on how women get noticed these days – is it brains, beauty, bubbles or being bitchy? I think your CD is a personal/political statement about packaging and how the zeitgeist of western femininity is, as you say, a future full of self-irony, randy wit and quirky brilliance – but when the hell does it start to pay off?

AB: Think about role models like Kate Moss. Packaging goes too far and little girls are starving to look right. What are the right looks for females? Starving bimbos in miniskirts. I don't want to go back to the '60s!

gg: Is it possible to create political perversity using information technology? Tell me a little bit about your Web site and why you think it's

important to have local statistics on-line about Scandinavian women.

AB: Statistics tell the truth from one point of view. Because they change I use them on the Web site, not the CD-ROM. I will update the *Ambitious Bitch* home pages from time to time. I can't update the CD-ROM.

gg: OK, what's the bitchiest comment you've heard this week?

AB: My mother teased me in the sauna: "Marita, your bum is just like a strawberry pie – all soft and pick". I teased her back: "I haven't had liposuction yet".

gg: How often do you eat sushi?

AB: Now and then. We have several Japanese restaurants and sushi bars here. I prefer to give interviews in them – guess the reason?)

gg: I get the feeling you have always been a 'director'? As a bitchy person how many chances do you give the crew before they are dismissed and what is it like working with you (if you can be objective)

AB: I believe in team work and discussion. I choose carefully my team and give them lots of space, because if they like what they do, the au-

robe is huge – I love to play with different role models.

gg: Joke – A woman of the '90s works 90 hrs a week, earns \$90,000 a year and thinks cooking and bonking are cities in China.

Your joke..?

AB: The idea of emancipated women of the '60s (in Finland they were called Mari-girls) was the starting point for the 'ambitious bitch'.

They should have two kids, be brilliant housewives, cook gorgeous meals for 20 guests, have a higher education and an interesting job with promising future, know wines and French philosophy and understand abstract art; they should be keen nature lovers and have several hobbies like fishing and politics; they should travel a lot and have lots of friends and of course they are natural beauties who hardly need make-up...blah blah blah. Do these ambitious bitches really exist? I had a closer look at contemporary women and I found all kinds of women – I even found some who could realise all those crazy demands.

gg: Do you ever accept reverse phone charges?

AB: Haven't got any yet – why?

<http://www.edita.fi/bitch>

BLONDE WHO'S BECOME A BRUNETTE? ARTIFICIAL INTELLIGENCE..

dience likes it, too. I often pick up their ideas. Ideal situation is when I don't have to give orders at all. We rather decide together and work it out. I have an excellent team (half females, half males – all interesting and good humoured)

gg: Sex is an issue in Scandinavia? Oh, please...

AB: Sex is an issue everywhere.

gg: Bjork recently punched out a journalist in Bangkok. Would you condone physical violence as a way of emancipation for the frail female?

AB: Bjork is my favourite role model of the '90s, just like Madonna was in the '80s. But she was a stupido at Bangkok airport. We all have our stupido moments but better to live without. I was sorry for her – she could have done better. I hate violence in all forms. Absolutely! The one who uses violence is a loser.

gg: Love the latest look – reminds me of a Scandinavian scrubber. You're full of contradictions. ... who is going to give you a job looking like that?

AB: Looking like this I have got lots of serious job offers. Also in France. For TV or conferences people often ask me to "dress up your way" because the audience loves it. Why not? I like to surprise. But I feel at ease in a black suit, too. My ward-



Marita Liulia