

An ironic investigation in:

BUSINESS - TECHNOLOGY - ART

and of course

THE INFORMATION SUPER 'HYPE' WAY

Interactivity got very narrow minded recently - point and click and a game approach to most of the screen-based multimedia works became standard. An overflow of works with sensors lead me to re-think the concept of interactivity. The project Parallel Mesmerization of Eleven Blondes and Eleven Brunettes by Two Computers tries to go further into the realm of virtual interactivity - it interacts with the virtual organism of the Dow Jones Industrial Average. The Dow Jones represents a virtual species made up of pure quantity, easy to identify only by numbers - the stock quotes of the 30 biggest American companies. (Almost) everyone can be part and is able to influence the behavior of this being, but only to a small degree - the investment. The life signs are distributed all over the world and can be easily accessed simply by downloading the quotes from the internet without any delays.

My work is not a simulation of the stock market. It just (ab)uses the life signs of the Dow Jones as a driver for audio-visual events or more in general - mass behavior as an inspiration for the arts.

ELEMENTS

- Model of a soccer field

About the size of an office table

- Dolls

Blondes and brunettes, eleven each, little LED's as breasts, their feet glued to a little loudspeaker emitting speech samples and melodies stored in various sound chips

- Two LCD-displays

Controlled by one computer equipped with a modem

Two teams of dolls are placed on the soccer field model (blonde team/brunette team). The computer controls the two teams and each team member is linked to the actions of a Dow Jones' stock. Every 10 minutes the computer logs-in to a stock quote provider on the internet and loads down quotes. According to changes in the stocks' values, different commands are directed to the dolls: the breasts will flash, speech samples are triggered, melodies are played, etc.. The loudspeaker glued to the doll's feet faces the surface of the soccer field model > a little motor causes the figures to move in random patterns across the field > a strange ballet of blondes and brunettes with flashing breasts performs a hybrid theater piece which is conducted by the virtual organism of the Dow Jones.

The acoustic material is taken from an educational tape from the seventies with the title 'Audray's First Million' for the brunettes and from one pornographic audio tape for the blondes.

The goals of the field are replaced by the two little LCD-displays. A soothing slow motion animation is shown. In between this mesmerization, scores for the stocks are shown in the foreground - with educational slides, that came with the language tape mentioned above, as background.

A surreal simulation by double-simulators (naked dolls as actors who play soccer) stimulated by economic simulators and indicators (Wall Street's money games as simulation and indication of the economy) emerges - a simulacrum to the 4th power.

15:00

Show animation - mesmerize dolls

- Trigger PC (random; gainers > losers)

serial port

- Get MAC commands
- Trigger relays

relay cards

electronics

- Signal flash (nipples) - melody
- Speech LED (mouth) - speech
- Signal flash (nipples) - melody
- Motor LED (hand) - motor

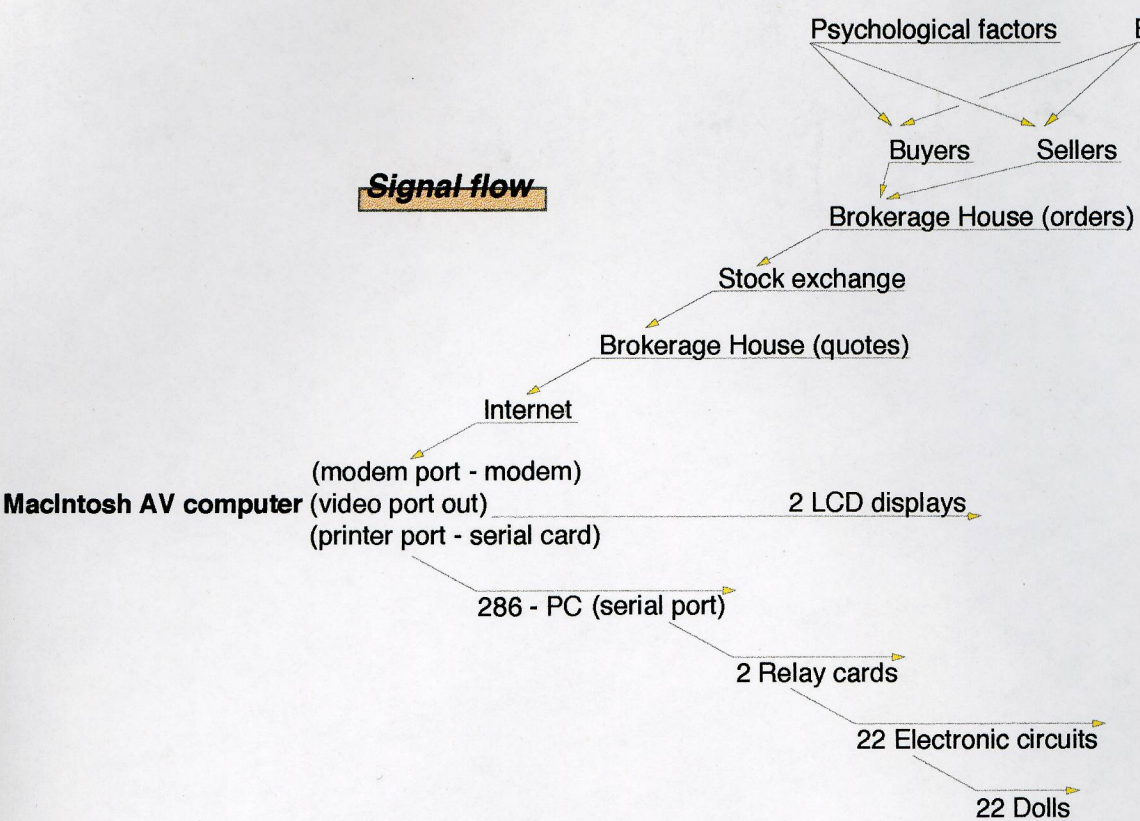
- Random movement across field

Black & white checkerboard
3-D sphere (slowly from 2-D pattern)
Twirl checkerboard pattern on sphere
3-D sphere (slowly back to 2-D)

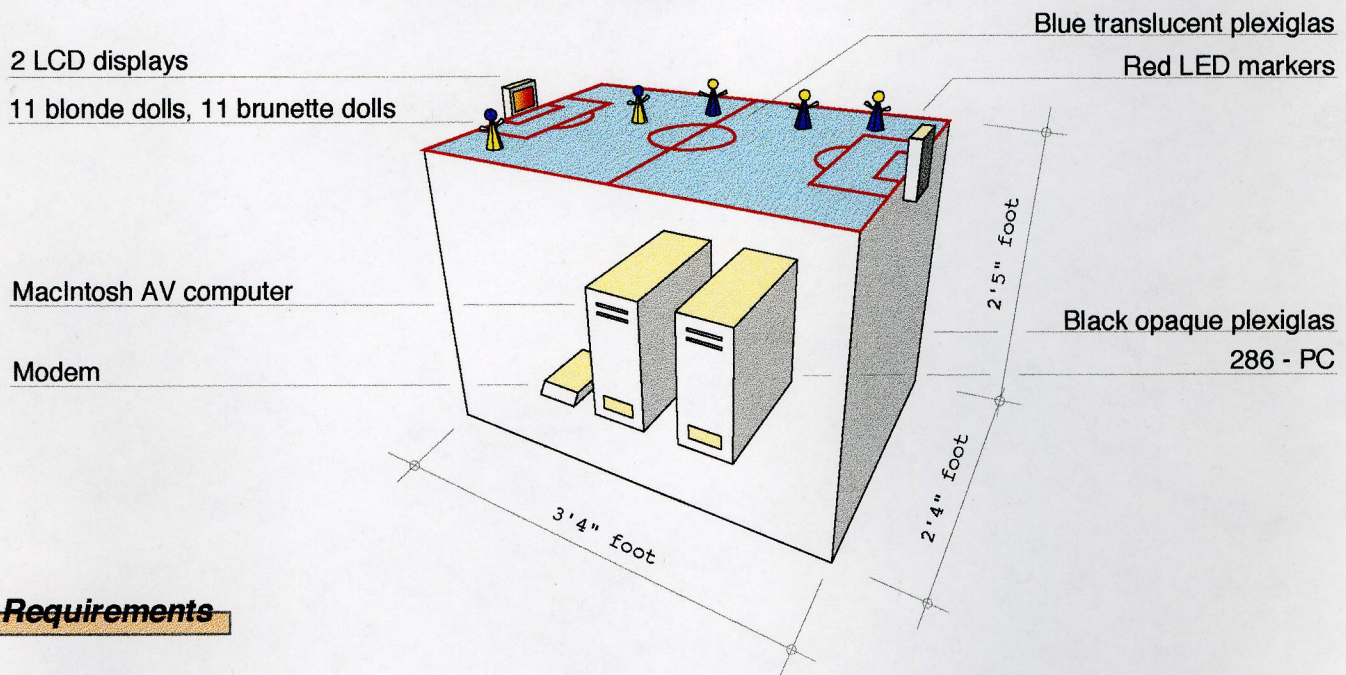
Erwin Redl © 1995

IMJ

Signal flow



Installation set-up



Requirements

- Telephone line
- Internet dial-up access
- Dark and quiet space (12 by 9 foot - 4 by 3 meter)

Parallel Mesmerization of Eleven Blondes and Eleven Brunettes by Two Computers

Signal flow; Installation set-up; Requirements
Erwin Redl © 1995

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*Parallel Mesmerization of Eleven Blondes
and Eleven Brunettes by Two Computers*

1995

Visual Arts Gallery, New York
'Energy!', June 1995

Visual Arts Museum, New York
'Digital Salon', November 1995

Interactive Telecommunication Project