



# THE (ONLINE) ECONOMY OF DESIRE

## ALESSANDRO LUDOVICO ARTIST TALK

ON DIGITAL ART AND THE UNMASKING OF SPAM, GOOGLE, AND AMAZON

SUNDAY 12 OCTOBER 2008, 3PM

THE PHYSICS ROOM

Internet users' retinæ are endlessly tangled up by online marketing visual and cultural agents. Abusing these instincts for selling goods is essential in the high-speed online economy, and embodies the economic 'raison d'être' of internet corporations.

Analyzing Spam as a communication phenomenon, and examining Google's funny dictatorship (unveiled in *Google Will Eat Itself*) and the peep-show book selling of Amazon (reverse engineered in *Amazon Noir*), Alessandro Ludovico shows that digital art can be used to simultaneously unmask, and be visionary about, mesmerizing and pervasive online marketing strategies.

Alessandro Ludovico is a media critic and editor in chief of *Neural* magazine. He is the author of: *Virtual Reality Handbook* (1992), *Internet.Underground Guide* (1995), and *Suoni Futuri Digitali* (Future Digital Sounds, 2000), and co-editor of the *Mag.Net Reader* series (2006-).

Ludovico is one of the founding contributors of the *Nettime* community and one of the founders of the *Mag.Net* Electronic Cultural Publishers organization. He recently served as an advisor for the Documenta 12's Magazine Project and teaches at the Academy of Art in Carrara.

For more information see: <http://www.physicsroom.org.nz>  
<http://neural.it> and <http://magnet-ecp.org>

**THE  
PHYSICS  
ROOM** A CONTEMPORARY ART PROJECT SPACE

Tel +64 3 379 5583, Fax +64 3 379 6063  
[physicsroom@physicsroom.org.nz](mailto:physicsroom@physicsroom.org.nz)  
2nd Floor 209 Tuam Street (cnr High Street)  
PO Box 22 351, Christchurch, New Zealand

**creative***nz*  
ARTS COUNCIL OF NEW ZEALAND TOI AOTEAROA