MISSION ETERNITY is the latest project of net art pioneers etoy. Continuously developed since 2004, it claims to be a cult of the dead in the digital age of information technology. MISSION ETERNITY deals with existential topics, such as the conservation and loss of memory, the future, the present and the past, as well as life and death. These subjects are translated into the language and format of information society with a provocative brazenness.

MISSION ETERNITY is both shocking and fascinating – it is highly unusual in artistic, technological and social terms. It has a pathetically anarchic undertone and does not heed established forms of discourse form or content – yet it still has a deeply moving impact on the emotional plane.

Support by: Pro Helvetia, LO Lista Office, Swiss Life, Migros Kulturprozent, Kanton/City of Zug

Biography
etoy goes where traditional artists, companies and individuals cannot afford or risk to go.

Founded in 1994, etoy.CORPORATION transforms the concept of artistic production and appearance in a world dominated by ambivalent parameters: mass production and consumption of information and goods, global transportation, branding, maximization of profits, growing complexity, technological penetration of life and virtualization.

While most successful artists, dealers and collectors depend on a game they tend to deny, superficially criticize or cynically celebrate, etoy does not play down the nature of art business or hide commerce behind radical chic. By registering, branding and protecting its identity as an abstract trade mark and by sharing its intangible value (pure art) in the form of stock, etoy puts the tools, vehicles and strategies of capitalism into the center of interest: the tools, vehicles and strategies of capitalism into the center of interest: the physical space of the globalized market like Internet packages.

etoy.SHARE, 640'000 etoy.SHARES = 100% of etoy.CORPORATION = 100% of etoy.TANKS or the MISSION ETERNITY SARCOPHAGUS became art history but can not be purchased or collected in the traditional way. The work is available to the public online and worldwide discussed in art publications from MIT Press, Tate Publishing, Dumont, Gestalten Verlag, JRP Ringier or Birkhaeuser.


Website http://missioneternity.org/