



etoy.TANK-PLANT #3 (etoy.TANK #17 & #4)
INSTALLED ON PLAZA COLÓN, FOR MADRID ABIERTO
ARCO 20004.
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INDUSTRY ANALYST: Magda Sawon and Tamas
Banovich, Postmasters Gallery New York

"..as gallerists with more than 15 years of experience we have a pretty strong sense of the New York art market and see a growing demand for internet based art among collectors. Now, through their share concept, etoy solves one of the biggest problems encountered with this exciting but hard to trade art form. It leaves the original behind and replaces it with the idea of regulated participation, which is THE key to networked art! The value of etoy.SHARES [and the benefit for the collector] is based on the fact that the investor gets a defined and registered part of a very valuable GESAMMTKUNSTERK including trademark rights, voting power, lifestyle and an exciting part of the etoy. VISUAL-DOCUMENTATION."



The worldwide web creates a magic space where people of flesh and blood set up intangible constructions. The TONYWAR was declared in 1999 after the unlawful blocking of the etoy.com domain. etoy is a corporate sculpture and a typical early mover (officially in 1994) which developed rapidly as a controversial market leader in the field of experimental internet entertainment and art, actions and services which have become classics of net.art. The corporation is owned by more than 2000 etoy.SHAREHOLDERS and sells, trades and exchanges parts of itself: 'etoy.SHARES' represent participation and cultural value. Now and again orange etoy.TANKS (standardised windowless shipping containers - the icons of globalisation) pop up and vanish overnight wherever they are needed in the physical world. Each time to question the role of art, authorship and ownership by means of a cleverly interwoven virtual and tangible world.

etoy.ART-INVASION

ARCO ART FAIR 2004
05.02.04/16.02.04
PLAZA COLÓN
www.etoy.com/relay



INDUSTRY ANALYST: Cathy Lebowitz,
Art In America, Nov. 2000

"etoy offers an alternative to the traditional art object in the form of investment... since 1998, they have been moving four real cargo containers around the globe when they participate in international events, using them as offices/ studios/hotels. the long, narrow space offers everything an agent might need on location: sleeping compartments, computers, DJ equipment, etc..."

INDUSTRY ANALYST: Suzanne Meszoly,
Curator, New York

"...etoy crosses disciplines with the ease of a remote control surfing endless TV channels, developing a new scanned lifestyle. ...adapting to the internationalization accessed by the web, creating a unique virtual space, attracting a massive public, developing a social sculpture in the tradition of Joseph Beuys, David Bowie..."



etoy.PRESS-RELEASE: MADRID ABIERTO / ARCO 2004.

In the context of ARCO 04, one of the five most important commercial art fairs in the world, etoy takes its aggressive business model for high risk art investors to the next level. Invited as guest artists in the MADRID ABIERTO program etoy installs its mobile headquarter, studio and internet node in the heart of Madrid to perform a commercial experiment on the edge of reality.

etoy, famous for subversive PR stunts like the digital hijack (1.5 million online art hostages in 1996) or the online clash with the American 10 billion dollar corporation eToys Inc. In late 1999 (TOYWAR, with 4 billion dollars the most expensive performance in art history), won several international art awards (ars electronica, swiss art award, etc.), and regularly appears in popular media channels such as CNN, WIRED NEWS, WASHINGTON POST, NZZ, ART NEWS, TATE PUBLISHING, EL PAIS etc.

Between February 5th and 22nd

2004 15 etoy.AGENTS from Italy, the USA, Germany, Switzerland, Belgium and Spain aggregate in the physical world to operate a spectacular, living art installation on Plaza Colón. Dressed in their uniforms and equipped with identical high tech tools the etoy.CREW will conduct an art industry analysis to explore the acceptance for a different kind of culture economy. The fundamental question is: are collectors, galleries and the Spanish population ready to move away from traditional object ownership (paintings, photography and sculptures) and authorship (masters / stars) in order to test an alternative art production system?

agent.MARCOS / etoy.CFO: "it is time to question the established models of cultureeconomical exchange."

THE EXPERIMENT: etoy.CORPORATION offers to participate in an open artwork that is not defined or produced yet. Collectors visiting the ARCO art fair (Feb 12. to 16.

**THE LEGENDARY ART CORPORATION etoy
 INVADES HISPANIC MARKET TERRITORY.**

OFFICIAL etoy.PRESS-RELEASE AND EXCLUSIVE
 DOCUMENTATION INCLUDED.

PARA INFORMACIÓN ADICIONAL O CUALQUIER OTRO TIPO TE CONSULTA, POR FAVOR DIRÍJASE A ETOY. CORPORATION: LLAME +41 848.000.024 PARA EUROPA, +1 800.810.ETOY PARA LOS EE.UU., VISITA NUESTRA WEBSITE www.etoy.com O DIRÍJASE DIRECTAMENTE A UNO DE LOS etoy.AGENTES (etoy.TANK-PLANT#3: +34 91 431 10 51).

DISCLAIMER: etoy.CORPORATION IS A GLOBAL CORPORATE SCULPTURE TO SHARE CULTURE PROFITS INSTEAD OF MAXIMIZING FINANCIAL WEALTH. etoy IS A REGISTERED TRADE MARK OF THE etoy.VENTURE ASSOCIATION. PAST SUCCESS CANNOT GUARANTEE FUTURE PERFORMANCE. SHARE REDEMPTION STRICTLY LIMITED.



INDUSTRY ANALYST: Joi Ito,
Venture Capitalist, Tokyo (joi.ito.com)

"..unlike most internet stocks, etoy. SHARES have actually paid massive dividends in the form of art and fun. i feel i've already received a return on my principle and everything else is pure upshot. etoy continues to beat analysts expectations on reach and retention. solid products, strong marketing and first mover advantage in the impact management sector have put etoy in the lead. i would rate etoy.SHARES a strong BUY"

"it is time to question the established models of cultureconomical exchange." -agent.MARCOS, etoy.CFO

www.etoym.com

LIVE FEED: <http://www.etoym.com/relay>

2004) as well as the general in the city (Plaza Colón Feb. 5th to 22nd) who normally don't buy art will have the opportunity to invest in the etoy.SHARE concept. Six different investment packages (from 2 euros to 30,000 euros) allow participation in the etoy.GESAMMTKUNSTERK.
 etoy.CORPORATION will use all investments acquired in Madrid to create and document concrete cultural value in the Hispanic market within the next 5 years (scale and locations depend on the volume and strategic partners). For their investment the cultural shareholders get the right to vote on project proposals and resolutions
 etoy.CORPORATION is organizing the development process and serves as the information hub to coordi-

nate the world wide planning and production. etoy's advanced internet voting system, specific etoy.BLOGS and etoy.CHATS as well as many years of experience guarantee maximum impact (TRACK RECORD: www.etoym.com).
 The new owners of etoy (already 2500 people participate world wide) will finance, produce and control the Spanish etoy.PROJECT. Their contribution and ownership is certified by a shareholder card and/or a unique etoy.SHARE-CERTIFICATE (see samples on <http://secure.etoym.com/> or on www.etoym.com) that gives them access to internal reports and voting procedures for all future etoy. OPERATIONS.

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etoym

etoym: LIVE FROM PLAZA COLÓN:
<http://www.etoym.com/relay>

FOR MORE INFORMATION ABOUT THE etoy.CORPORATION PLEASE CONTACT YOUR REGIONAL etoy.BRANCH:

etoym.EUROPE: +41.848.000.024
 etoy.USA: +1.800.810.ETOYM
 or visit our website: www.etoym.com

etoym.AGENTS IN MADRID:

etoym.TANK-PLANT#3: +34 91 431 10 51
 on location 05.02.2004 - 22.02.2004