



Language (property)

Daniel G. Andújar / Technologies To The People

Language (property), 1997

Website with trademarked sentences linked with URLs
www.irational.org/tttp/TM/trademark.html
Presented as wall installation

Artefact 2012 THE SOCIAL CONTRACT
STUK arts centre Leuven, Leuven, Belgium

The Wonderful World of irational.org: Tools, Techniques and Events 1996-2006
CCA Glasgow; Hartware MedienKunstVerein, PHOENIX Halle Dortmund, Germany;
Museum of Contemporary Art Vojvodina, Novi Sad, Serbia



Daniel García Andújar – the Spanish media artist better known by his company name Technologies To The People – almost ten years ago created with Language (property) a work addressing the increasing privatization and commodification of language.

A plain HTML page presents a list of sentences that have become registered trademarks and thus the property of their corporate owners. Examples include “Where do you want to go today?™” (Microsoft), “A better return on information™” (SAP), “Moving at the speed of business™” (UPS), “What you never thought possible™” (Motorola). By giving his project the title “Remember, language is not free™”, Andújar anticipated the disputes surrounding “intellectual property” in the following years (and increasingly evident in the second half of the 1990s with the ruthless scramble for domain names in the World Wide Web). While on the website the individual sentences are linked to the copyright notices of the relevant companies, a large-format, almost immersive, wall Presented has been chosen for the exhibition. (Inke Arns, 2006)

The Wonderful World of irrational.org
Tools, Techniques and Events 1996–2006