

POSTMASTERS

postmasters 459 w 19 street nyc 10011 212 727 3323

fax 212 229 2829

postmasters@thing.net



THE NEW YORKER

MAY 15, 2000

GOINGS ON ABOUT TOWN

ETOY

Contemporary art's most established Internet presence finally descends from cyberspace and enters into a gallery. Outside, the ensemble has parked its world headquarters on the street: a shipping container converted to bunks and cubicles. Inside, graphically intense etoy stock certificates cover the walls, many already sold to a new crossbreed collector-investor. Evidence of "Toywar"—the recently resolved courtroom battle to defend the etoy.com domain name from legal assault by the on-line store Etoys—is everywhere, and it's clear that the conflict couldn't have been better artistic fodder. Members of the etoy.CREW preside, sporting their distinctive short haircuts and business suits with orange vests. Through May 10.

(Postmasters, 459 W. 19th St. 727-3323.)