

POSTMASTERS

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the village

VOICE

ShortList

ART

'IMPACT MANAGEMENT: ETOY.CORPORATION IN MANHATTAN'

Etoy, founded by seven young rebels in 1994, calls itself "one of the most surreal and confusing dotcom ventures in the history of the internet." Believe it. Exploring the outer limits of dotcom resistance and empowerment, this virtual entity makes truly radical art. Etoy.CORPORATION has infiltrated search engines, issued stock (the shares are glossy action photos), invaded a TV talk show, and digitally hijacked 1.4 million hostages—all legally. The group even fought a David vs. Goliath legal battle against a big corporation over the domain name and won. Now etoy's orange *TANK* and *TENT* are camped here, along with evidence of their triumphant *TOYWAR* and other action art. **THROUGH MAY 11**, Postmasters, 459 West 19th Street, 727-3323. (Levin)

VOICE CHOICES..MAY 9, 2000.