INTERVIEW LIBERATION

There is a quotation from the The Invisible Committee "The injunction everywhere to 'be someone' maintains the pathological state that makes this society necessary." (in the turbulence blog)
Is this a reference to the french authors of l'insurrection qui vient? Are they a source of inspiration?

We read "l'insurrection qui vient" when the seppukoo project was already started, so we can't talk about a real inspiration but at the same time we think that's something more: recognizing most of our works in the sentiment that moved the invisible committee - and being ourselves invisible too - we think that is a proof of how this feelings are shared from a great part of european counter-cultures.

Why did you start this suicide campaign?

We thought about the social network as a social body where every single user works like a cell. A fascinating theory from a scientific point of view, but an unnerving perspective from an exploitation side: social networks give to everyone the sensation of being the center of the universe but obviously it's not so, we are just a paltry part of a dirty business model.
Each user can't do anything against the whole social body, built on its connections and every content is monitored and filtered. So, while these users are talking, chatting, living are they really free? What happens when our life become a business?
We tried to think to a virus, a social virus for a social network thinking to the only real free choice in a constricted life: a symbolic honor suicide.

Technically, does the seppukoo button really desactivate the facebook profile? Or is it just a metaphor?
(I can not really try it, as I choosed not to have a facebook, despite all the pressure)

Sure, Seppukoo deactivates your account and after that you will receive a facebook mail that encourage to come back whenever you want.
In addition, seppukoo gives you the possibility to choose a memorial page and to write on it the last words of your social life.

(wise woman!)

I wrote about the social notworking project, where you had already a piece. Why this anger against facebook and other "social network"?

This is not anger: it's just irony.
This kind of criticism doesn't want to be an anger or luddistic approach to the social networks but a way to see through the glossy appearance of these platforms. We think that contemporary art have to explore these new kinds of participation and democracy of the net, against the mostly diffused optimistic rhetoric of expanded friendship networks.

do you really think that virtual life is something dangerous? Could'nt it be seen as a choice of an alternative online identity?

On the contrary, we think that Internet and other forms of virtual life are an occasion to expand our constricted identities.
That's why we just think that's really reductive having online the same identities constrictions of real life.
Really, also in real life identity is a fictitious label used to control people, why bring these rules in a place where the body itself is useless and we can have several different identities at the same time?
Anyway you can't do that on Facebook, where you have to use your real name because they care to the quality of the product that they sell: your real identity, your real interests, your real friends.

In your project you pretend that is it impossible to delete your account in facebook. But this is not the case anymore?

Of course we're playing when we say that "Facebook is mercyful" and that "Any information regarding you and your friends, is strictly preserved by facebook authorities in order keep your virtual life alive for the eternity". But that is not so far from truth.
When we started to work on Seppukoo there wasn't a clear way to actually delete your account (you could just deactivate it), and also now that facebook has finally activated a procedure for the account deletion, it's really hard to find trace of it in the navigation interface.
So, even if the deletion is technically possible, it is almost impracticable for the major part of the users.
But this is not just a technical issue regarding the single user, because facebook contains informations about other users, also informations about people who never subscribed: for istance, if someone send us an invites from gmail or other networks, they always may know our connection with them.
They have a map of worldwide people connections, and this is a question we should really care of.

and last, I forgot to ask you to introduce yourselves. why did you choose this french name of les liens invisibles.

We usually define ourselves as an imaginary art-group from Italy, comprised of media artists Clemente Pestelli and Gionatan Quintini. The meaning of our name is in our artworks, based on the invisible links between the infosphere, neural synapsis, and real life.
The french name is due in part to the influence of great french artists and philosopher on our education and, on the other hand, to an ideal revolutionary France that live in our imagination, which is not the today's France and - perhaps - neither the France of the past. Maybe the coming France.