**Hello Guy,**
**Thanks so much for agreeing to help with this story. The piece started with a focus on people who cull the number of "friends" they maintain via social network, but I find the idea of abandoning the network entirely even more intriguing! Please see my list of questions below:**

**1) What prompted the idea create Seppukoo.com? Also--where is Les Liens Invisibles based?**

The most part of our artistic pieces are focused on social platforms, where we create playful reinterpretations of popular 2.0 brands and methods.
Seppukoo.com acts as a social-virus for the Facebook platform in which we replicate the same viral features that let facebook become division leader.
Les Liens Invisibles - invisible connections - are based in the imaginary space between our artworks and our their observers, which are the final purpose of our artistic work.

**2) How popular has the site been? Can you give me stats on the number of people who have deactivated their social networking personas using your site?**

We counted about 20.000 "suicides" before the block.

**3) Why do you think people ar interested in shutting down their virtual personas? What is the value in doing this?**

There are so many reasons, and everyone has its own, as in real life. But if you ask our opinion i think people should simply leave their virtual identities in order to find again the excitings of being one, hundred, a hundred thousands identities. In other words: anonym.

**4) Do you think at any level that social networks add any kind of value to people's lives?**

Of course we don't think social networks are the evil. We just wonder what's the price users must pay for such added value.

**5) Do you think there's an advantage to culling down the number of people we keep track of digitally? I think plenty of people might argue, what's the harm in keeping up to date on people virtually that you might not otherwise know much about.**

Absolutely, culling down the number of "friends" maybe a good thing, but many reasons make this choice very difficult. One of these is of course a strange kind of coolness and popularity strictly related to the number of your friends. In Seppukoo.com we upset this point of view with another kind of rating, the Seppukoo score, based on the number of your friends who follows you in the suicide.
As we wrote in the top 100 page: "Open your mind to a new meaning of popularity: with Seppukoo it's not important **how many** friends you have, but **how much** you may influence them. A friend who follows you in Seppukoo Experience is a friend you can absolutely trust!"

**6) Why do you think Facebook is viewing this as such a threat/violation of their company policies?**

Business is business. They don't fear a virtual suicide. I think they just want to hold their monopoly on users private datas. That would explain why Facebook is disposed to lose its face with such a stupid

censorship.

**7) What is it exactly that Facebook is trying to block Les Liens Invisibles from doing now? Hasn't Seppukoo.com stopped accessing user accounts and sending out a note to that user's friends?**

Yes. At the moment they are technically blocking any access from seppuukoo. With this threat they just want to sure we won't cross the digital boundaries they have disposed.
Even though it would be very fun to cross that boundaries now we are thinking at the best choice to close the seppukoo performative action.

**Again--thanks so much for your help with this story! Please let me know how I may attribute any information/quotes I use for the story.**