etoy

etoy.AGENTS/short biographies

etoy.ZAI (Zurich-based) is a Swiss artist/professor and one of the co-founders of etoy. He served as CEO of etoy between 1996 and 2009. Today, he shares management power with two other etoy.CORE-AGENTS. Zai was principally involved in the planning and production of the award winning «digital hijack» (Prix Ars Electronica 1996), «TOYWAR» in 1999/2000, «etoy.BROOD» (since 2002) and the «MISSION ETERNITY SARCOPHAGUS» (Switch innovation award 2006, Telefonica's VIDA award 2008). etoy.ZAI holds a master's degree in visual communication from the University of Applied Arts, Vienna. He worked as an anchorman for the Swiss National Television (SF-DRS), and in 1992 he co-founded HIRN-lein, a telephone entertainment company. Beyond his commitment for etoy.CORPORATION, etoy.ZAI works for universities and corporate clients. Between 2003 and 2009 he was professor and head of unit "Media & Interaction Design" at ECAL (University for Art and Design in Lausanne, one of the world's top ten ranked design schools). Currently, Zai became father and leads the preparation work for etoy's first retrospective series in Asia (Gwangju Kunsthalle in South Korea, eArts Festival Shanghai), Europe (Basislager Zürich, Kunsthaus Zug) and the USA (venue tba). He also prepares a two-year research project for the Academy of Art and Design FHNW in Basel.

etoy.MONOROM (Zurich-based) is a Swiss artist/designer/web developer/teacher and serves as an etoy.CORE-AGENT (etoy.TOP-MANAGEMENT). She is a member of the board of etoy.CORPORATION SA since 2003 and responsible for human resources and style. Miss Monorom was principally involved in the production of «TOYWAR» in 1999/2000, «etoy.BROOD» and «MISSION ETERNITY». She led the implementation of the «etoy.SHARE-VALUE-SYSTEM» in 2001 and introduced «etoy.CREW-BLOGGING». MONOROM runs intensivstation.ch (valid code design studio) and monorom.com (a web agency) and teaches web publishing. Before becoming a geek, she worked as an advisor and project manager in the fashion industry (clients included Vivienne Westwood, Lybertis London, Fabric Frontline).

etoy.SILVAN (Zurich-based) is a Swiss open source software developer and designer. For etoy, he provides code on demand, contributes to the advancement of etoy.CORPORATION's high-level knowledge management and social software tools, and enables the smooth transitions of digital art within the diverse etoy.UNIVERSE. He is responsible for the development and implementation of the award winning «MISSION ETERNITY SARCOPHAGUS» (Switch innovation award 2006, Telefonica's VIDA award 2008) and the key agent behind «MISSION ETERNITY TAMATAR» (since 2009). A cabinetmaker by training, etoy.SILVAN graduated from ZHdK, the University of Art and Design in Zurich, specializing in new media. In 2010 etoy.SILVAN received his masters degree in interaction design from ZHdK. His professional experience as a software developer in Switzerland and India includes content management, groupware, and web application, most of which are licensed as Free software.

etoy.HAEFLIGER (Zurich-based) is a Swiss economist and chairman of etoy.CORPORATION SA. He is responsible for investor relations (etoy.SHARES, public relations) and hosts the show "BURNING CAPITAL AND WASTING TIME WITH etoy.HAEFLIGER". He conducts research and teaches at the Department of Management, Technology and Economics at ETH Zurich, focusing on strategy and technology-driven innovation in software and entertainment. Prior to joining etoy.CORPORATION, he built up hedge fund research for a small Swiss private bank after having worked in quantitative financial analysis for one of Europe's largest alternative investment advisors. etoy.HAEFLIGER holds a doctorate degree (Dr. oec.) from the University of St. Gallen, Switzerland. He studied and worked in Switzerland, the U.S.A., Belgium, the Czech Republic, Italy and as well in Russia.

etoy.TABEA (Zurich-based) is a Swiss graphic designer and art director with extensive experience in corporate identity, advertising and fine arts. Since 2008 she is part of etoy.CORPORATION as IMAGING AGENT. She is a key agent in the production of the «etoy.SHARED-HISTORY». Her strong conceptual and

strategic view of design has helped her garner numerous advertising awards such as the FAB Awards London, Eurobest, Global Awards, Swiss Poster Award and Art Directors Club. Tabea also gained international experience with TBWA/Chiat/Day in Los Angeles and at the Academy of Fine Arts in Gdansk, Poland. For years Tabea has been responsible for artistic direction of numerous art projects such as exhibition design, short film productions in LA and web and book design. She runs her own design bureau in Zurich.

etoy.POL is a software consultant from Luxembourg and delves into the etoy.CODE, including but not limited to the «MISSION ETERNITY ANGEL APPLICATION», etoy's remote data infrastructure used for targeted stake-holder communication, GATE technology and automated stochastic art asset pricing. etoy.POL joined the firm in 2005. During the late 90ies, he studied chemistry at the ETH Zurich and soon became a drop out student after turning on and tuning into open source culture. He works as a software consultant in Berlin/Zug.

etoy.VINCENT (Zurich-based) is a Austrian/German/American (all Passports) software tool smith and science agent for etoy.CORPORATION. He implemented the interactive «etoy.SHARED-HISTORY» (2005-2010) and is responsible for the development of the «MISSION ETERNITY ANGEL APPLICATION» since 2006. He holds a master's degree in chemistry and a doctorate degree in computational chemistry from ETH Zurich, for which he designed and applied advanced methodology in biomolecular simulation.

etoy.MAKI (Zurich-based) is a Swiss interaction designer, bike messenger and etoy.AGENT. He graduated from ZHdK, the University of Art and Design in Zurich, specializing in Interaction Design and has been involved with etoy.CORPORATION since 2007. As a nascent expert in merging mankind with technology, MAKI supports the company in designing and building interactive installations for MISSION ETERNITY. He provides reliable ground crew services by managing construction sight hassles such as fixing bugs, both human and technological.

etoy.HG (Zurich-based) is a tech entrepreneur, writer and technology strategist invested in business models beyond profit. While studying Computer Science and Media Sociology in Fribourg (Switzerland) and publishing on Semantic Wikis at DERI Galway (Ireland), he founded Liip, a leading Swiss agile web development firm and helped scaling it up to 60 employees. Since 2001 he's organizing community efforts pushing for open source and open standards. An etoy investor and supporter since 1999, he's currently on duty as an executive etoy.AGENT in Gwangju (Korea) as well as working with O'Reilly Media on a forthcoming book about open source e-learning strategies.

etoy.BOARD-MEMBERS/MAJOR INVESTORS

etoy.GRAMAZIO (Zurich-based) is an Italian and Swiss architect/professor and one of the founding agents of etoy. Today he serves as vice president of the etoy.VENTURE asscociation. Gramazio was principally involved in the production of the «digital hijack» in 1996, and «TOYWAR» in 1999/2000. Beyond his commitment for etoy he runs the architectural firm GRAMAZIO & KOHLER and has built sWISH, the IBM pavilion at the Swiss national exhibition as well as the Christmas illumination for Bahnhofstrasse in Zurich. etoy.GRAMAZIO holds a master's degree in architecture from ETH Zurich. In 2005 he was appointed professor for computer controlled production processes in architectural design at ETH Zurich.

Joichi Ito is a Japanese activist, entrepreneur, and venture capitalist. Ito has received recognition for his role as an entrepreneur focused on Internet and technology companies and has founded, among other companies, PSINet Japan, Digital Garage and Infoseek Japan. Today Ito is the CEO of Creative Commons and General Partner of Neoteny Labs.

etoy.KUBLI (Zurich-based) is a Swiss lawyer and one of the founding agents of etoy. He still serves as a legal in-house council and board member for etoy.VENTURE association. Kubli served as vice president of etoy.VENTURE association from 1998 to 2004 and was a key agent in the production of the «digital hijack» in 1996 and «TOYWAR» in 1999/2000. He holds a master's degree in law from the Universities of Zurich and Geneva, and beside his involvement in etoy.CORPORATION, he worked at the criminal chamber of the Zurich Supreme Court and opened up his own law firm in 2004.

etoy.SPECIAL-AGENTS

etoy.MAJA is a Serbian / Slovenian anthropologist based in the UK. In 2007, she joined etoy as ETHNOGRAPHER, especially for the project MISSON ETERNITY. Based at the University of Cambridge (UK) she researches, writes and lectures about various contexts where bodies - whether living; dead, or in the form of medically usable remains - become the sites of economic, legal, political, scientific and artistic attention. Her field sites include Serbia, Tasmania and Switzerland. She translates works of drama and poetry into Slovenian and enjoys tracing the hues of bice and mauve.

etoy.ALBERTO is a Basel based Mexcian human cognition researcher, business analyst, artist and medical doctor. He joined etoy in 2008, introducing the use of ECG as an element of MISSION ETERNITY PILOT self-portraits. He holds a Medical Degree from La Salle University (Mexico City), and complemented his education with Fine Arts studies at the San Francisco Art Institute. He has many years of experience in clinical trial management, and as a business analyst and informatics project leader for the Pharmaceutical Industry. In 2009 Alberto has joined the Human Cognition and Evolution program at the University of the Balearic Islands (Mallorca, Spain).

etoy.FRED is a Chinese project manager in the human resources sector who is based in Beijing. Agent FRED joined etoy.CORPORATION in 2008 as a local expert and production manager for the etoy.PLANTS in China. Since then etoy.FRED coordinates and supervises manufacturing, quality control and shipping of etoy.ARTWORK in China.

etoy.STAMBERGER is a Swiss database architect, a valuable etoy.LOGISTICS-AGENT and active in the food & beverage management sector. He is responsible to coordinate global cargo container transfer operations involving intercontinental cargo vessels, railway networks, and trucks. An internet pioneer and database professional running his own company, he is an active observer of the geek culture since 1990.

etoy.MATHIS is a Swiss coder and MAC expert. He supports etoy's infrastructure. In addition to his coding activities, etoy.MATHIS regularly works on hardware maintenance tasks in the etoy.TANKS. He works as a coder and web developer in Zurich and joined etoy in 2003.

etoy.ROCKET is a Swiss coder is responsible for ground control including food & beverage management. He helps to cater etoy 's technically and socially demanding international events and network infrastructure. A programmer and web developer, etoy.ROCKET is active in the global retail industry and partner in a mobile and web game business (Weblotion.ch).

etoy.LEISI is a Swiss film and media producer who contributes his talent to etoy.MEDIA-PRODUCTIONS on- and offline. Leisi is a partner in theband.cc media production company.

etoy.NEWTRON is an Austrian IT professional based in Vienna who joined etoy.CORPORATION in 1999 as a 3D renderman and one of the first TOYWAR soldiers. Since 2000 he is a sound engineer and information infrastructure manager for etoy. He works as a product manager for Eunet, an alliance partner of etoy.CORPORATION. As an expert in web design and database development, etoy.NEWTRON was involved in web-related marketing projects and has experience in the management of network maintenance and IT security.