etoy

www.missioneternity.org
www.etoy.com

etoy.SHARE

etoy.CORPORATION does not sell isolated art objects. etoy sells, trades and exchanges parts of itself and its brand: etoy.SHARES represent participation in etoy and cultural value generated by etoy. All 640'000 etoy.SHARE-UNITS available on the international art market equal 100% of the etoy.POWER represented by the privately held company etoy.CORPORATION (registered in the City of Zug, Switzerland / Register of Commerce CH-170.3.029.244-0).

etoy.SHARE-CERTIFICATES are works of art and part of international collections like the Artothek (collection of the Austrian Bundeskanzleramt), the Migros Corporation, the Shiffler collection and in the hands of private supporters of etoy (Michelangelo Pistoletto, Joichi Ito, John Perry Barlow and others). Each etoy.SHARE-CERTIFICATE is a unique visual documentation of a specific code, moment or element of the etoy.UNIVERSE and certifies the strictly regulated ownership of etoy.CORPORATION: the core of the etoy.ART-WORK. A numbered etoy.HOLOGRAM authenticates each certificate.

The following prices represent guidelines and a basis for negotiation.

Prices

EYB (digital print, 30 x 30 cm, 1/10)	Minimum investment: 3’000 CHF edition 1 unavailable
EYA (digital print, 60 x 60 cm, 1/5)	Minimum investment: 7'500 CHF
EYX (digital print, 90 x 90 cm, 1/5)	Minimum investment: 12'000 CHF
EYY (digital print, 120 x 120cm, 1/3)	Minimum investment: 15’000 CHF

RISK FACTORS: etoy is currently not the right vehicle to preserve financial assets but ideal to break new artistic ground. Risk sharing represents the core of financial investment. The etoy.OEUVRE questions, reflects, and tries to transform values in a complicated operation that produces misunderstandings and confusion among all players. Investors who want to own the art of etoy or want to support etoy can invest in etoy.SHARES and participate in the production of contemporary art. The process is logical, transparent, legal, and promising - but rather complex. etoy bypasses the hype of the contemporary art market with a share model that enables broad participation rather than exclusion.

etoy is easy to love but hard to understand and even more difficult to sell. However, in the long run etoy can be profitable despite numerous risk factors that include, but are not limited to: bankruptcy, death of etoy.AGENTS, crowding out of investors, and the end of art history.

etoy is committed to change the culture code. Finance matters but has been widely overrated when it comes to art investments. etoy spends more than 65% of all shares to compensate work, knowledge, and effort of etoy.AGENTS and only 10% to raise funds.

etoy.SHARE-CERTIFICATES are the radical answer of the international art group etoy to new conditions and challenges for artists in the digital age:

1. Limitation: etoy accepts the fact that value is based on limitation. Digital culture cannot be limited in traditional (physical) ways. Lossless reproduction and distribution is the nature of electronic media. etoy introduces shares as a common, legal limitation of ownership without limiting culture itself. etoy.SHAREHOLDERS support, own, and share cultural value.

2. Intangible cultural value: etoy developed the certificates as a link between the virtual and the physical aspects of its work. etoy.SHARE-CERTIFICATES visualize unique instants and are signed by the management of etoy. The certificates represent the etoy.GESAMTKUNSTWERK.

3. Documentation: Relevant digital culture is difficult to document and archive. With the certificates, etoy transforms its most important aspects and happenings into original and visual manifestations. The sum of all unique certificates assembles and owns the etoy.HISTORY.

4. Authorship: etoy.AGENTS contribute time, capital, knowledge and network, and assign all intellectual property rights to etoy who manages, coordinates and protects the long-term existence of the etoy.BRAND. etoy.CORPORATION is the legaly binding author of the work, and the shares regulate the ownership. The etoy.HOLOGRAM guarantees the authenticity of the etoy.SHARE-CERTIFICATES and replaces the artist's signature.

5. Participation: etoy.SHARES stress the idea of sharing resources to produce art. Registered etoy.SHAREHOLDERS hold voting rights. etoy does not focus on financial profits. etoy.SHARES involve collectors in a participative, artistic process that manifests in action, exhibitions, design, cult, software development, architecture, publications, education, and activism.

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