TIN CUPPING FOR PLUTONIUM

Donald Brinkman
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#brinkmanship

or: How I Learned to Stop Worrying and Love the Mothership

Tyranny You Can Believe In!

My TODO List:

- Make Corporation Happy
- Make Universities Happy
- Make World Happy

NON-TRIVIAL

NATIONAL ENDOWMENT FOR THE HUMANITIES

USC

$50,000

BROWN

THE UNIVERSITY OF IOWA

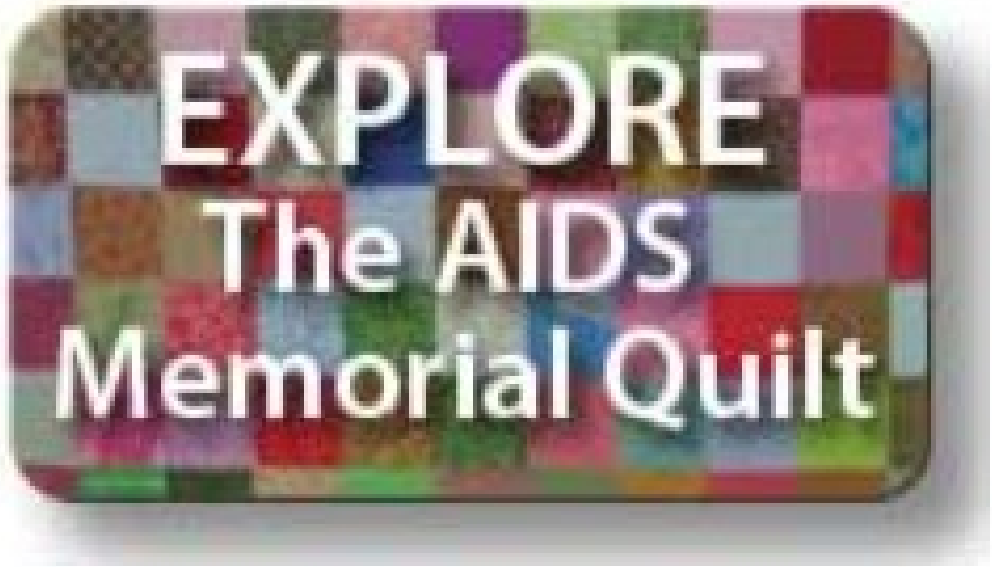
8 WEEKS

FFFFFFFFFFFFFFU…

SECRET WEAPON

BROWN

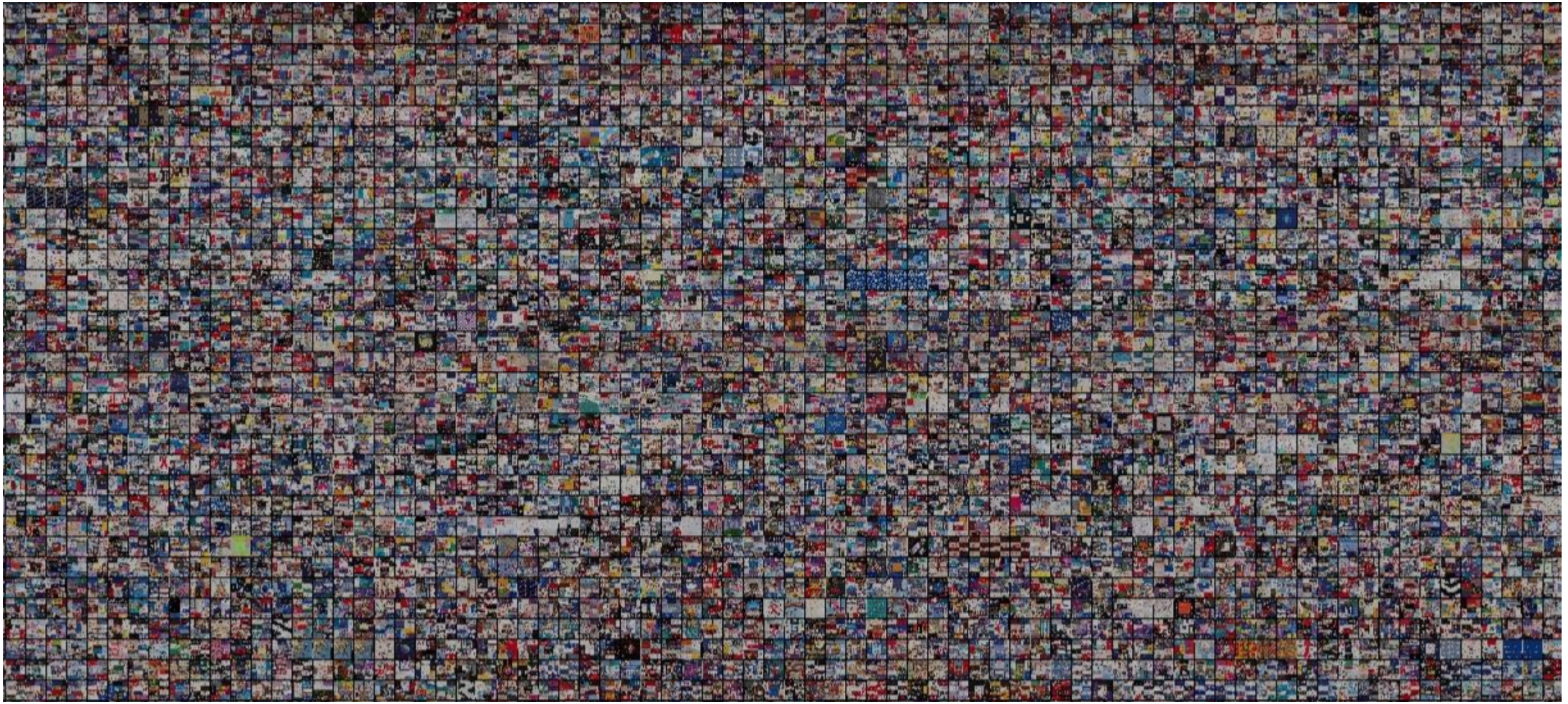
THE UNIVERSITY OF IOWA



AIDS QUILT TOUCH

CHRONOZOOM TIMELINE

BING MAPS PROTOTYPE



DANNY
DANIEL
The City College of New York
J. KEVIN

TechCrunch
WIRED
the Atlantic
Science
AAAS
THE VERGE
abc NEWS
npr

PM = C/(1/I)*TMCR

PM = Probability of Misattribution
C = Collaborators
I = Interviews
TMC= Technology Market Capitalization Rank

10,000% = 5/(1/10)*2

GOOD JOB.
NOW, DO IT AGAIN.
FFFFFFFFFFFFFFU...

1. Deep Data
2. Passionate Partners
3. Terrific Tech
4. Plutonium

plu·to·ni·um
[ploo tőnee əm]

1. Free (as in beer) labor
2. Matching funds
3. Free tech
4. Expertise

My Aspirational TODO List:

- Culture Jam Microsoft
- Generate International Attention
- Divert Flow of Marketing Dollars
- Thermonuclear Text Processing Engine

I
HATE
TCHOTCHKES

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BRAND

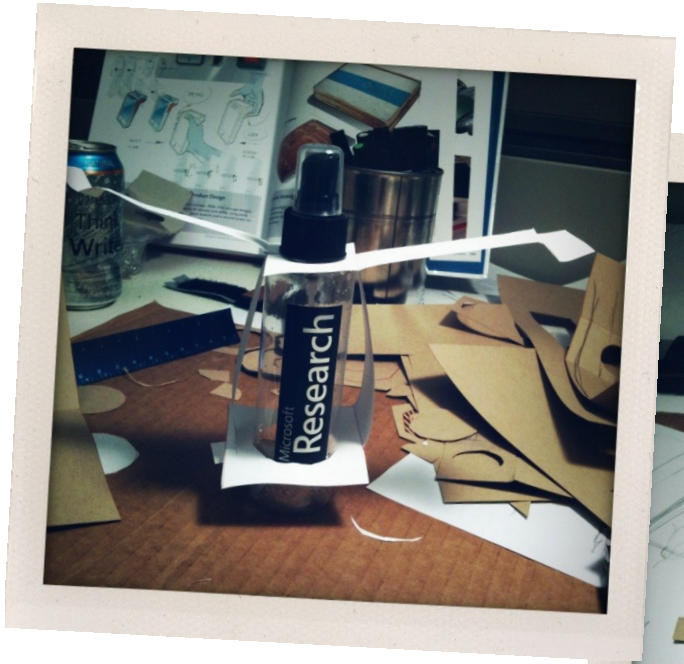
YOU’RE WELCOME

MADE IN THE USA
WASH SEPARATELY
DO NOT BLEACH
FIGHT EVIL

PROJECT
EPIPHYTE

400 km
200 mi
© Daniel Dalet / d-maps.com

Confidential
Research

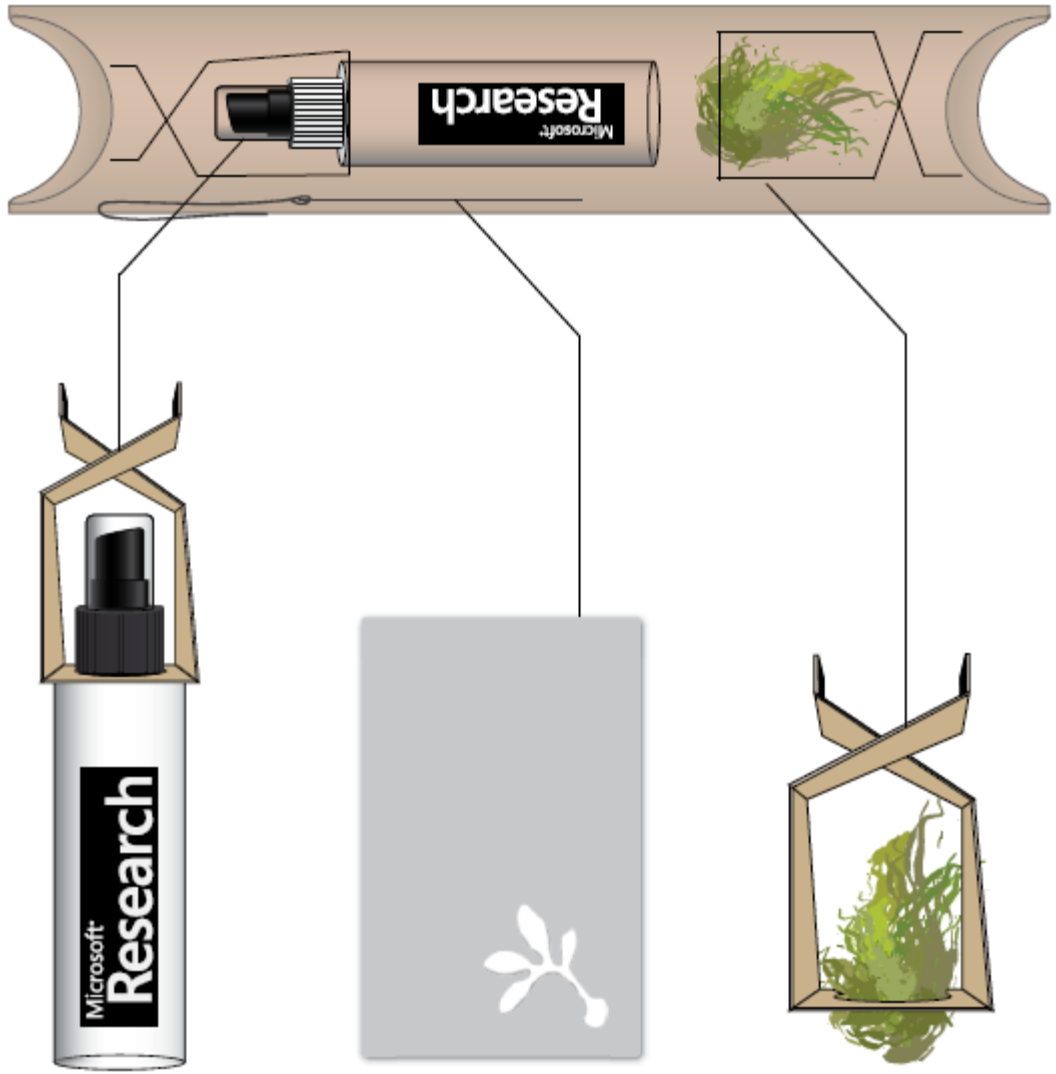

Microsoft
Research

Microsoft
Research

PROJECT EPIPHYTE
Research
PROJECT EPIPHYTE
PROJECT EPIPHYTE

CLARKE, JAMES E.
PROJECT

WARNING

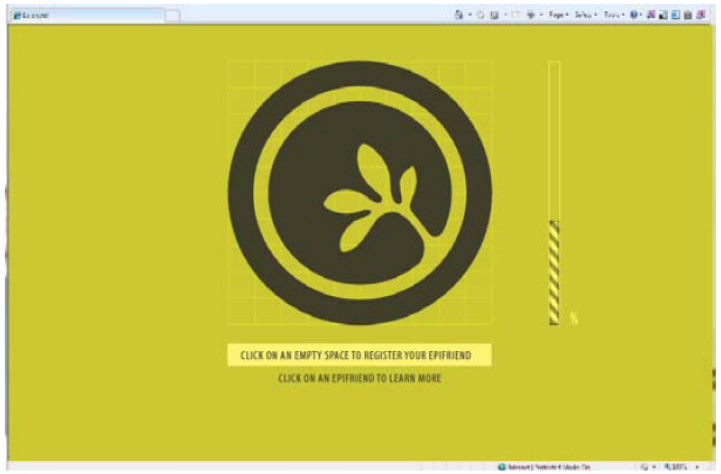


Branded Spray Bottle

Care Instructions + Explanation Envelope

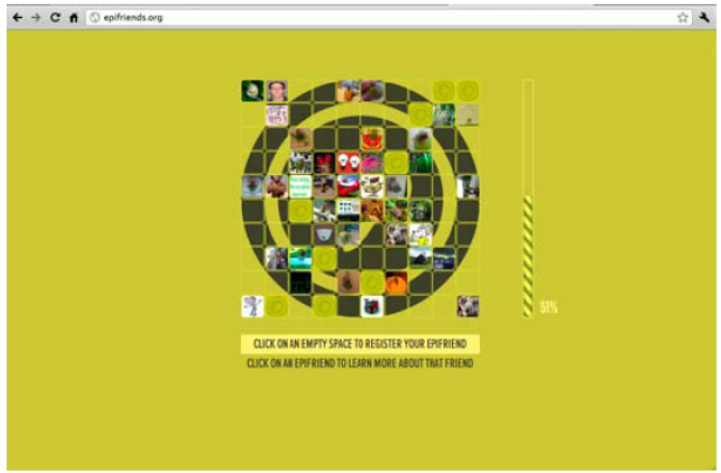
Epiphyte Plant

Collateral: Website: Mock up



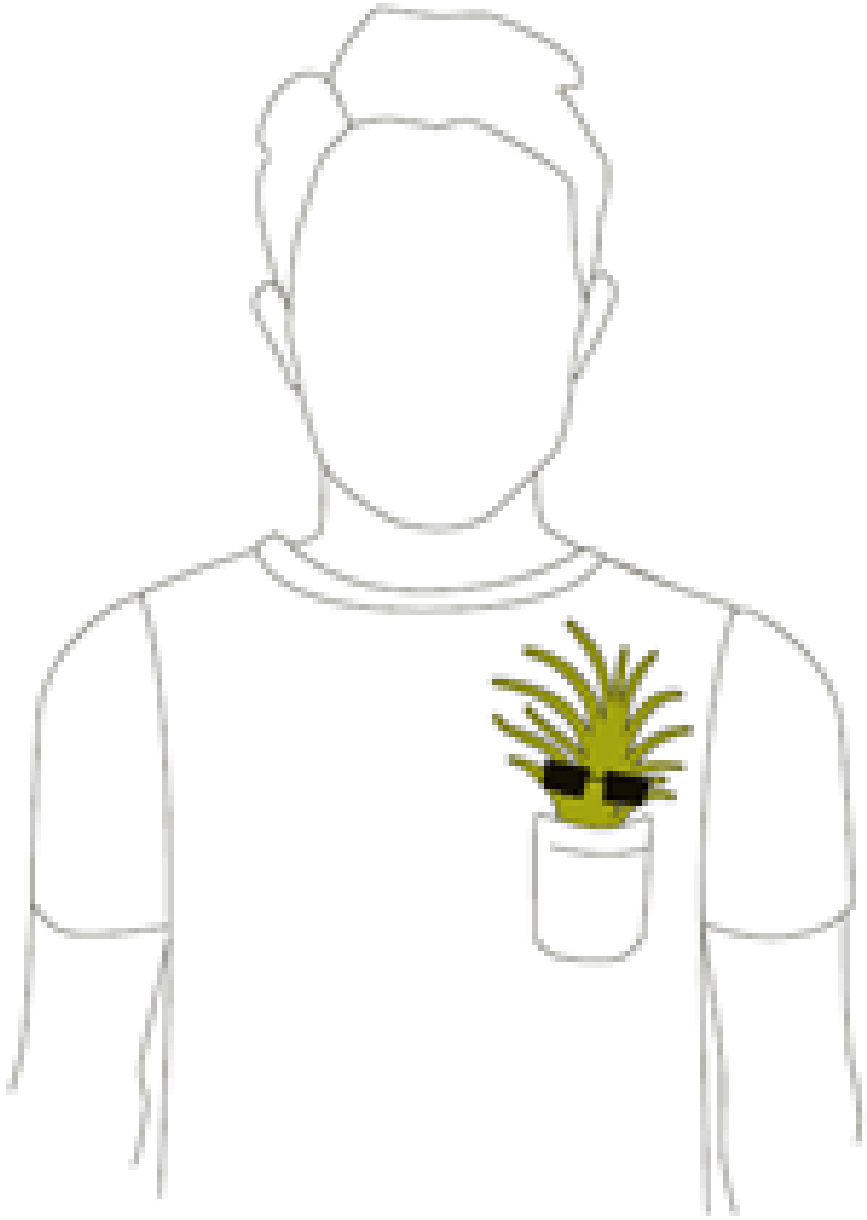
The home page includes 100 squares that can be filled in with participant photos. As these are uploaded, the status bar on the right will reflect the percentage of active participants.

Collateral: Website: Live



Site as of 9.8.10 with over 50 participants.
They choose which grid square to use.

www.epifriends.org



WTF? OMG!

- Digital humanities initiative
- Arts space at building 99
- Artist in residence
- Profit

software developer who claimed to be simultaneously designing Windows COBOL-80, writing copy for the now-redacted Microsoft 'Legend of Micro-Kid' ad campaign, and performing work under clearance for the Office of the Secretary of Defense. This tenuous and at-times-psychotic strand places the inception of Project Epiphyte around the end of the Great War, in 1946, when the United States embarked on an audacious mission to place 'an agent on every desktop'. This vision eventually morphed into the 'PC on Every Desktop' slogan of Microsoft, which was careful to remove the sadly-dated original epiphyte logo (insert 1970s version of epiphyte logo here) from all company documents prior to archiving. In an early example of Microsoft covert reality-bending through machine learning, cleverly designed fax machine were capable of actually erasing the pattern of the epilogo prior to transmission. For years, Project Epiphyte lay dormant, or appeared to be, its evolution a tightly-controlled company secret known only to those who were lucky (or unlucky) enough to be granted access to the underground facility located in an empty field west of the main company campus. In 1991 Microsoft Research was founded and four state-of-the-art buildings erected near the Epiphyte lab. Several years later building 99 was constructed directly on the site, and an access causeway was installed inside a little-used bay in the southwest corner of the first floor which tends to be occupied by a non-descript (though muscular and lantern-jawed) intern whose accent seems vaguely Swiss. Project Epiphyte is more than marketing, less than a lifestyle, a mellifluous harmony of digital and analog worlds, an attempt to blend the metaphysical and the practical through social software that leverages obscure physical phenomena. It is a little known fact that the reason for Microsoft's move from New Mexico to Seattle was to follow the shifting epicycles of the epicenter – a strange electrochemical signal that strobes deep beneath the surface of the earth. Scant evidence exists of the epicenter, as it is undetectable by conventional technology, but it is acknowledged in confidential documents that surface from time to time. Here is one such transcript: *"Epicenter One is a semi-stable mimetic anomaly located roughly 30 miles east of the Puget Sound, slightly west of the geographic center of the Microsoft main campus. It orbits in an irregular ellipse with a diameter of roughly 15 miles and a period of 8-12 hours. It often traverses a point underneath building 99, home of Microsoft Research. Perturbations in this orbit were detected immediately after the secret alpha launch of the epifriends website (see http://epifriends.org). The orbit has begun to warp, attracted by forces whose locations corresponds to the location of the epifriends servers and, to a lesser extent, the locations of certain epiphytes. The Epicenter One virtual observatory was established to monitor these effects. More recently we detected influences that point to the existence of a second epicenter that operates at a higher frequency than the first. This second epicenter's exact location has not yet been determined, but we are confident that it can be identified by high levels of localized improbability, social activity, and flashes of brilliance (thought the latter are easily confused with schizophrenic outbursts).*" Do you have a theory as to the location of Epicenter Two? We have not yet ruled out the possibility that the current measurements reveal only the potentiality as a virtual manifestation of the phenomenon. The physical location may yet be determined by the influence of the hive mind. Act now. Stake your claim.