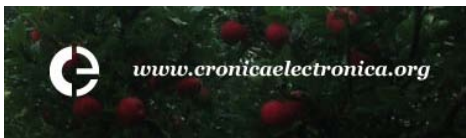




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Thumbarumba, turning the ordinary web into a textual treasure hunt

1000s have been found in the nearby regions of Iran, but this is the first such discovery at Zarzi

discovered by Prof. Sergey Lev. Many of the fragments do not appear to be a small bone



"Thumbarumba" by New York-based media artist Ethan Ham is a Firefox extension that implants stories by "outstanding authors" into the text of ordinary websites. This unexpected infiltration of poetry into common everyday web surfing presents a shift in context away from the mundane act of visiting a website into a literary excursion of both randomness and discovery. Story fragments or "Thumbarumbas" are inserted into the text and only visible when the user rolls over specific areas to uncover and expose them, sometimes unknowingly. This chance encounter then produces and

triggers an additional story to surface, displacing the text's initial significance into a new experience and outcome. The project is an interesting addition to the hardcoded effect that browsers typically exhibit, which is to add a text bubble next to the cursor, if a link contains any meta-data that explains where it's link is pointing. Ham intentionally subverts this paradigm by inserting specific texts into the page that add a sense of jubilation and metaphorical construction to this typical form of interaction. As a result of this intervention, the average visitor is transformed from passive reader into active explorer in order to make sense of the hidden text that transforms their typical web experience into something more profound.

Jonah Brucker-Cohen

Posted at 12:28 AM - Feb 20/2009

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Herbie Hancock shows kids electronic music.

on Vimeo / art sound music generative
An installation of casual movements of living creatures are captured to create live concerts

Second Life Liberation Army / hacktivism hacking net
The SLA is a national liberation movement working towards establishing citizens rights within Second Life

Netartery / art literature net
Netartery is a group blog by a diverse collection of (mostly media) artists and thinkers, scholars, programmers, and whatnot

back in the good old days : FABIEN CLERC Artist Geneva / art vinyl sound music
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Hackbus / hacking hacktivism mobile
This site is a community tool for the evergrowing armada of hackbusses

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