

## MINUS PORN

In spring 1999 the **MINUS PORN** project started. It has been a tool to deal and understand the complexity of pornography, including both its beauty, stiffness and the exploitation.

The title **MINUS PORN** refers to a search function on the Internet. In order to reduce pornographic sites when searching on the Net, one can enter "-porn" after the search word. The basic idea of the project was set out to deal with the structure of pornography. The minus in **Minus Porn** was a tool to clean the structure of pornography from the pornography it self.

A pornographic web site without the pornography where created. The pictures were retouched leaving only a blurred body and the sets of the body. The rest of the site explored the concept of pornography via links, text and a forum.

People were brought to the site by spamming. The Idea of the site was to catch people surfing for pornography and some how redirect there the force and time. The web site was viewed by approximately 2000 viewers per day and had been seen by over 200.000 people before it was closed down by the server administrators. The site eat a large amount of bandwidth and was becoming to expansive to host.

In August 1999 the pictures of **MINUS PORN** project was introduced at the gallery Andréhn-Schiptjenko in Stockholm. The exhibition showed a number of the retouched pornographic as large photographs. Since then the photographs has been show at Armory show in New York, Latznia in Gdansk, Catalyst Arts in Belfast and Metronome in Barcelona and other places.



for more information

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