

## DANIEL GARCÍA ANDÚJAR

NÉ EN 1966 À ALMORADÍ, Espagne ; VIT À VALENCIA

Technologies To The People est une entreprise internationale dont l'objectif est de favoriser l'accès à la société de l'information et aux nouvelles technologies pour les couches les plus défavorisées de la société. Un aspect essentiel de Technologies To The People est son engagement pour le développement économique, technologique, culturel et social, un engagement qui exige la présentation de nouvelles perspectives dans tous les domaines et depuis tous les angles. La possibilité de collaborer à nouveau avec l'artiste espagnol Daniel G. Andújar pour la réalisation de ce projet est un nouvel exemple de l'importance de la tâche entreprise par la Fondation Technologies To The People afin d'offrir des aspects nouveaux de notre contemporanéité. Technologies To The People Foundation a collaboré tout au long de l'année avec Daniel G. Andújar qui a effectué la sélection des participants ainsi que la coordination générale du projet. Andújar a sélectionné quatre internautes originaires de divers endroits de la planète afin d'élaborer cette vision déconcertante de Toulouse et de ses alentours. Ce projet fait partie d'un programme plus large de collaboration et d'aide à l'utilisation des nouvelles technologies dans la pratique artistique.

**Daniel G. Andújar's project entitled *Technologies To The People* poses a global criticism of the fallacy implied by the belief that technology will be the base of a fairer and more democratic world. Although certain prophets of technological goodness have declared that the main inequality will be a generation issue, it is obvious that the countries with a higher number of connections are located in the superdeveloped areas of the world. The work of Daniel G. Andújar frequently unfolds between the intersecting spheres implied by the use of technology and its practice as a sophisticated instrument of control and dominance. A computer poses an illusion (due to its genuine incapacity): the possibility of hacking a telephone company, in the reach of anyone with a minimum knowledge of computer language.**

### DANIEL GARCÍA ANDÚJAR "TECHNOLOGIES TO THE PEOPLE"

**Who decides who gains access to the new technologies? Or who gains entry into information society? Is there a new form of discrimination occurring: creating thus a "digital divide"? Towards what ends are the new technologies being utilized? For closer surveilling or delving into our private worlds? Who owns the new technologies? Who owns the airwaves? Is language and information free and publicly accessible? Or is it owned by corporations via trademarks and copyrights? Shouldn't more people be networked? Daniel García Andújar (Spain) is an artist whose works have involved video and installation in the public sphere concerning racism, xenophobia, and the misuse of technology in surveillance systems.**

### Daniel García Andújar «Technologies To The People»

In 1996, Daniel García Andújar founded the concern «Technologies To The People,» which brought the «Street Access Machine» on the market the same year: a combination system made up of reading device, special credit card, and public online access, which allows the homeless and other fringe groups to enter the world of plastic money and E-commerce. The trademark-protected «Street Access Machine,» whose design announced the i-Mac Generation in 1996, is perfectly marketed with a corporate identity and comprehensive advertising campaign—flyers, posters, and merchandising materials. Nothing is missing except the corresponding product. Andújar is not concerned with virtual capital for all, but more so with naming the structures of exclusion so gladly denied during the course of the omnipresent cyber-euphoria.[...]

What at first appears to be a measure for ensuring online access to all those not connected to the Internet, ultimately reveals itself to be the crass exposing of an apparatus of power less interested in communicating access to technologies as an option, but rather as a pressure—since the almost inescapable message is really saying: You may not be alone or remain unconnected! From the perspective of its call for social integrity, and strengthening the presence of minorities in the Internet, the «Street Access Machine» pinpoints the wealth of cynicism at large.

(Source: Iris Dressler, <http://www.hartware-projekte.de/archiv/inhalt/andujar.htm>)