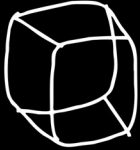


#MEMEPROFAGANDA





# #MEMEPROPAGANDA

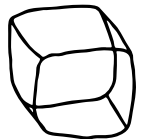
*an online exhibition curated by **Clusterduck***

May 8th - June 30th 2018

Shay Ariely, Jules Durand, Dottor Pira, David III,  
Nicole Ruggiero, Simon Villaret.

<http://greencube.gallery>

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cube  
gallery







#MEMEPROPAGANDA  
an online exhibition  
curated by **Glusterduck**

*una mostra online  
a cura di **Glusterduck***

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Poster by Jules Durand in Berlin.

Poster di Jules Durand a Berlino.

## #MEMEPROPAGANDA

*A dirty fairy tale about memes, art, politics and propaganda*

#MEMEPROPAGANDA has been an IRL/URL exhibition project, a reflection on the growing role of memes in digital society, critically examining their wide reaching impact on contemporary aesthetics, politics and academia. #MEMEPROPAGANDA was also an experiment in collective memetic production, challenging the public to participate in an online competition of meme character design.

Six selected artists worked to create a set of iconic posters, having as protagonists the fabulous creatures known as meme characters. The posters were spread in selected locations IRL/URL and contained a call to action, inviting the wider public to visit the exhibition and take part in its interactive, participatory format. This was

*#MEMEPROPAGANDA è un progetto espositivo online/offline che rappresenta una riflessione sulla crescente influenza dei meme e dei contenuti memetici sulla società digitale, ed un tentativo di esaminare criticamente il loro crescente impatto in vari ambiti della contemporaneità. #MEMEPROPAGANDA è anche un esperimento di produzione memetica collettiva, che sfida il pubblico a partecipare ad un forum online di meme character design.*

*Durante la mostra sei artisti selezionati hanno lavorato per creare un set di poster iconici, prendendo come protagoniste le favolose creature conosciute come meme characters. I poster sono stati diffusi in località selezionate del mondo online e offline. I poster hanno avuto la funzione di invitare il pubblico a visitare la mostra e a prendere*

structured as an homage to classic imageboard websites, which have been the natural ecosystems in which memes first developed. The resulting interactions and artistic experiments were subsequently documented and formed an integral part of the exhibition.

At least since Donald Trump posted his portrait as Pepe the Frog on Twitter, igniting a discussion about the political use of memes that is still in full swing, the potential role of memetic signifiers as powerful means to steer communication and build mass consent has become clear. Like advertising, which arose from the development of modern propaganda techniques and their application to the emerging technologies of radio, cinema and television, memetics seduce us with an ineffable promise of new insights about semantic manipulation in the age of social and digital splintering.

Parallels can be drawn between the use of early psychology's insights for the exploitation of public desires through marketing techniques, and the

*parte alla sua seconda fase, interattiva e partecipativa. Questa ha avuto luogo online, in una imageboard che è stata costruita per rendere omaggio all'ambiente dove i reaction meme e le prime creature memetiche hanno avuto origine. Le interazioni generate dagli utenti sulla board sono state fedelmente documentate e archiviate per poi diventare parte integrante della mostra.*

*Da quando Donald Trump, in una fase cruciale delle passate elezioni presidenziali americane, ha postato su Twitter un disegno che lo ritraeva nelle sembianze di Pepe The Frog, accendendo una discussione ancora in pieno svolgimento sull'uso politico dei meme, la potenzialità comunicativa e simbolica dei meme è diventata evidente: non solo tra gli addetti ai lavori, ma anche per il più vasto pubblico. I meme sono uno strumento capace di veicolare informazioni complesse, in brevissimo tempo, catalizzando massicciamente il consenso degli utenti del social web e non solo. In modo non dissimile dalle prime forme di pubblicità di massa, nate dallo sviluppo delle moderne tecniche di propaganda, e diffuse grazie a tecnologie allora emergenti quali la radio, il cinema e la*



Part of the gallery's space during the exhibition.  
Parte dello spazio della galleria durante la mostra.



platform economy's current obsession with attention management. Likewise, new art forms emerging around meme culture have often been compared to pop-art for their ironic use of mainstream cultural iconography and their twisted obsession with consumerism's aesthetics.

However, the different role of authoriality and the new centrality of prosumerism in the age of digital social networks mark a clear distinction between the two aforementioned artistic currents, questioning the legitimacy of traditional curatorial approaches.

If, to a certain extent, and as duly noted by most observers, memes show many of the characteristics of a subculture - such as exclusivity, aesthetic refinement and linguistic opacity - when we take the extent of their impact into account, this comparison appears reductive, to say the least. We think that it is now more urgent than ever to understand, analyze and disseminate the knowledge that memetics imply. If it is true that these small, seemingly trivial semantic artifacts can con-

*televisione, oggi, nell'era di una progressiva frammentazione del mondo sociale e digitale, la memetica ci seduce per le sue intuizioni germinali sulla manipolazione semantica, e la sua capacità di evolversi ed adattarsi costantemente alle nuove forme della comunicazione.*

*Si possono facilmente tracciare dei parallelismi tra la nascita delle prime tecniche di manipolazione dell'opinione pubblica, avvenuta a seguito dell'applicazione in ambito commerciale delle metodologie sviluppate dalla psicologia del subconscio, e l'attuale ossessione della platform economy per la razionalizzazione della gestione dell'attenzione pubblica. In modo analogo, nuove forme d'arte, nate sotto l'influenza della meme culture, vengono spesso paragonate alla pop-art per il loro uso ironico e spregiudicato di iconografie mainstream e la celebrazione dell'estetica consumista e della cultura pop.*

*A tracciare una distinzione netta tra la pop-art e l'arte memetica sta però la figura dell'autore: presente nel primo caso, assente o meglio infinitamente molteplice e variegata nel secondo, andando a mettere in discussione la legittimità dei tradizionali approcci*



tribute to overthrow the power of traditional establishments, spreading meme knowledge becomes an act of political education. #MEMEPROPAGANDA therefore wants to transcend the obsolete contraposition between the so-called normies, exponents of the vexed mainstream, and the so-called autistics, self-proclaimed guardians of an "authentic" memetic culture. We want to deepen the reflection on the implications and value of the various memetic currents, from edgy to wholesome.

#MEMEPROPAGANDA wanted to take the aforementioned developments into account, adopting a position comparable to that of an anthropologist studying urban subcultures:

curatoriali.

*Se per alcuni aspetti, come già rilevato dagli osservatori più attenti, i meme presentano molte delle caratteristiche proprie di una sottocultura, quali l'esclusività, la ricercatezza estetica e l'opacità linguistica, se teniamo conto della portata del loro impatto, tale paragone appare quantomeno riduttivo. Risulta perciò oggi più che mai urgente capire, analizzare e diffondere il sapere che la memetica implica. Se è vero che questi piccoli artefatti semantici, all'apparenza così triviali, possono contribuire a rovesciare il potere dell'establishment tradizionale, diffondere la conoscenza dei meme diventa un atto di educazione politica. #MEMEPROPAGANDA vuole perciò trascendere l'annosa contrapposizione fra i cosiddetti normie, esponenti del vituperato mainstream, e gli autoproclamati autistici, presunti guardiani di una cultura memetica "autentica", approfondendo invece la riflessione sul portato delle varie correnti memetiche, dagli edgy agli wholesome.*

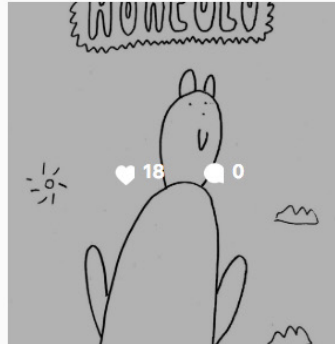
*#MEMEPROPAGANDA, partendo da quest'analisi, sceglie di adottare la posizione dell'osservatore partecipante: come un antro-*



# #memepropaganda

51 posts

## Top Posts



through participant observation, the exhibition attempted to act as catalyst for memetic processes. However, we didn't pretend to be neutral in this process: we maintain that the stakes are too high, and the potential outcomes too wide-reaching, to concede ourselves the luxury of indifference. We will have our heroes,

*pologo che tenta di comprendere gli sviluppi delle nuove sottoculture urbane, o dell'archivista, che conserva, compara, e ripercorre gli avvenimenti a ritroso in cerca di un fil rouge. Grazie a questo approccio, la mostra potrà proporsi come catalizzatore di nuovi (o vecchi) processi memetici. Tuttavia, un'operazione come quella di #MEMEPROPAGANDA*

our princesses and princes, and of course our villains: but you might be surprised in discovering that heroes can fail, princesses and princes can be evil, and villains might be our only hope.

Behold the magnificent world of #MEMEPROPAGANDA: a world where meme characters interacted with us, ceaselessly entertaining, provoking, confusing and enchanting us. They can be frogs, bears, humans, monsters, freaks, or something entirely different: what they all have in common, is their capacity to become mirrors, reflecting our very own desires and fears, our miseries and our dreams. They are precious instruments, and powerful beings; but most of all, they are what we want them to become.

*non pretende di attuare un processo neutrale di osservazione: **Glusterduck** ritiene che la posta in gioco sia troppo alta, e il potenziale impatto che determinate correnti memetiche potrebbero avere sulle scelte ideologiche e culturali del futuro siano troppo significative, per concederci il lusso dell'indifferenza. Avremo i nostri eroi, le nostre principesse e nostri principi, e ovviamente i nostri cattivi: ma potreste rimanere sorpresi nello scoprire che gli eroi possono fallire, principesse e principi essere malvagi, e i cattivi forse rappresentano la nostra unica speranza.*

*Ammirate il magnifico mondo di #MEMEPROPAGANDA: un mondo popolato di bizzarre creature memetiche, che senza sosta intrattengono, provocano, confondono ed incantano il loro pubblico. Possono essere rospi, orsi, umani, mostri, freaks, o qualcosa di completamente diverso: la loro essenza comune è la capacità di divenire specchi, riflettendo i nostri desideri e le nostre paure più reconditi, svelando le nostre sofferenze ed i nostri sogni. Sono strumenti preziosi, ed esseri potenti: ma soprattutto, sono ciò che vogliamo che diventino.*



<http://clusterduck.space>

**tw:** @realclusterduck

**fb:** @realclusterduck

**inst:** realclusterfuck

## ABOUT THE CURATORS SUI CURATORI

*Clusterduck* is an interdisciplinary collective working at the crossroads of research, design and filmmaking, focusing on the processes and actors behind the creation of Internet related content. *Clusterduck* is a germinal collective intelligence born out of the hybridization of online and real-life interactions. *Clusterduck* is an attempt to mess with social engineering by means of symbolic manipulation. *Clusterduck* is a bunch of badass interlectuals who like to waste time online. *Clusterduck* is the weird kid staring at you from across the virtual schoolyard. *Clusterduck* is the incidental manifestation of these messed up times. *Clusterduck* is contemplating the depths of Internet. *Clusterduck* is working on artistic curation, visual design, filmmaking, networking and research, and openly looking for collaborators. *Clusterduck* is working on various projects in different fields.

*Clusterduck* è un collettivo interdisciplinare attivo al confine tra ricerca, design e filmmaking, con particolare attenzione agli attori e dai processi che stanno dietro alla produzione dei contenuti della Rete. *Clusterduck* è un'intelligenza collettiva germinale nata dall'ibridazione di interazioni off ed online. *Clusterduck* è un tentativo di incasinare l'osservazione sociale con il mezzo della manipolazione simbolica. *Clusterduck* è un gruppo di cazzon@ a cui piace perdere tempo online. *Clusterduck* è il ragazzino strano che ti fissa dall'altra parte del cortile virtuale. *Clusterduck* è una manifestazione incidentale di questi tempi incasinati. *Clusterduck* è contemplare le profondità dell'Internet.



Poster by Nicole Ruggiero.  
*Poster di Nicole Ruggiero.*

## WHOLESOME

*Kindness will be cool*

*La bontà andrà di moda*

Alessandro Lolli

At the beginning there was anger. Or maybe non to so much anger as it was arrogance, despise, hate, or maybe just fear.

It all started in the middle age of internet, in the short decade of 2000s, the slow formation of web 2.0, the forum era. Before that 2007/08 opened the modern times filing everyone on facebook, in the virtual world anonymity was the rule. A

*In principio c'era la rabbia. O forse non era rabbia, forse era arroganza, disprezzo, odio, forse era paura.*

*Cominciò tutto nella middle age di internet, nel decennio breve dei duemila, la lenta formazione del web 2.0, l'epoca dei forum. Prima che il 2007/08 aprisse l'età moderna schedandoci tutti su facebook, nel mondo virtuale dominava l'anonimato. Territorio*

frightening region for anybody over 30, parents shared dreadful stories: behind the anonymous users of the internet there were paedophiles, rapists, organ traffickers, credit card pirates. "Who you are talking to on the computer? Don't say your name, don't publish your pictures!". It makes us smile to think this today, times in which everybody in the whole planet posts on daily bases pictures of themselves, so much to create the "selfie" neologism, and everything in an archipelago of interconnected profiles that identify city, work, friends, relation and obviously full name.

But in those time we roamed covered by nicknames and avatars, fake names and profile pictures taken from pop culture, movies, comic, videogames. In forums you could discuss but more often you quarrel. Mods, the cops of the thread, traveled back and forth in every topic, with the task to calm down people and ban the unforgivable, animated by an obvious egocentrism and guard spirit. You would hear, and it was probably true, that verbal violence was encour-

*spaventoso per chiunque avesse più di trent'anni, tra i genitori circolavano storie di paura e di terrore: dietro gli anonimi utenti di internet si nascondevano pedofili, stupratori, trafficanti d'organi, pirati di carte di credito. "Con chi parli al computer? Non dire mai il tuo nome, non pubblicare le tue foto!". Fa sorridere ripensarci oggi quando ogni individuo posta quotidianamente foto della propria persona, tanto da introdurre un neologismo come selfie, e il tutto in un'arcipelago di profili interconnessi che identificano città, lavoro, amicizie, relazioni e ovviamente nome e cognome.*

*Ma allora ci aggiravamo coperti da nickname e avatar, soprannomi e immagini profilo prese in prestito dalla cultura pop, da film, fumetti, videogiochi. Nei forum si discuteva ma più spesso si litigava. I moderatori, la sbirraglia del discorso, si sbattevano su e giù per i topic con il compito di calmare i toni e bannare gli incorreggibili, animati da un egocentrismo palese e uno spirito da guardie. Si diceva, ed era probabilmente vero, che la violenza verbale veniva incoraggiata dall'anonimato che poneva le*

aged by anonymity that sheltered from physical and legal consequences.

Rowdy users would be preoccupied by their reputation. Anonymous forum users would find themselves entangled in something which could be rhetorically defined as a "second life". Via the frequent attendance of a community, people started to know each other, sometimes even in the real world and this represented a first restraint for uncontrolled aggressiveness: to make a bad impression, ruin your "name", attack somebody that considers yourself a friend or is friend or a friend and that kind of small town-ish misfortunes.

That's the only way the "fake" phenomenon can be explained, secondary nicknames of an already registered user, a fake of a fake that could do thing which the main fake couldn't.

This is why 4chan was a revolution.

The image board was founded in 2003 by Christopher Poole introducing radical anonymity, the destruction of every

*persone al riparo da ripercussioni fisiche o legali.*

*Altre ripercussioni però preoccupavano l'utente rissoso ed erano quelle reputazionali. Gli utenti anonimi dei forum si ritrovavano per le mani quella che un po' retoricamente veniva definita ai tempo "una seconda vita". Attraverso l'assidua frequentazione di una community, le persone finivano per conoscersi, tavolta anche dal vivo e questo era il primo freno all'aggressività incontrollata: fare una brutta figura, rovinarsi il "nome", attaccare qualcuno che ti considera un amico o è amico di amici e miserie da paese del genere.*

*Solo così si spiega il fenomeno dei "fake", nickname secondari di un utente già registrato, un falso del falso che poteva permettersi quei comportamenti che non erano consentiti al falso principale.*

*Per questo 4chan fu una rivoluzione.*

*L'immagine board fondata nel 2003 da Christopher Poole introdusse l'anonimato radicale, la distruzione di ogni residuo di identità individuale, la fine dell'io. Su 4chan c'era la possibilità di usa-*

remembrance of individual identity, the end of the ego. On 4chan you had the possibility to use a nickname, but practically nobody did it. Users commented with an automatically generated name given by the system, "Anonymous", identical for everybody. Just a code identified the user during the discussion, but it changed at every successive connection.

In that subjectless environment, in which responsibility vanished, verbal violence became the common grammar of the anonymous swarm. Everybody insulted everybody, continuously, and a nihilism that in "4 the lulz" found its God, became the community's philosophy.

Memes flourished in this kind of soil and, in their now denial history, they maintained some sort of tension for the extreme, in language and content. "Edgy" identifies this kind of attitude: cutting, sharp, excessive.

**Glusterduck** wanted to challenge edginess with its opposite, wholesomeness. Making wholesome memes, meaning

*re un nickname, ma quasi nessuno la sfruttava. Gli utenti intervenivano con il nome assegnato automaticamente dal sistema, "Anonymous", identico per tutti. Solo un codice identificava l'utente durante la discussione, ma cambiava nella connessione successiva.*

*In quell'ambiente privo di soggetti, quindi privo di responsabilità, la violenza verbale divenne la grammatica comune dello sciame anonimo. Tutti insultavano tutti, di continuo, e un nichilismo che aveva come unico Dio la risata, "4 the lulz", divenne la filosofia della community.*

*I meme fiorirono su questo terreno e, nella loro ormai decennale storia, hanno mantenuto una certa tensione verso l'estremo, nel linguaggio e nei contenuti. "Edgy" è il nomignolo che si è guadagnata quest'attitudine: tagliente, affilata, eccessiva.*

**Glusterduck** ha voluto sfidare l'edginess con il suo contrario, il Wholesome. Fare meme Wholesome, cioè sani, dolci, sereni, buoni, è una sfida perché l'umorismo in generale prevede che si rida di qualcuno o qualcosa.

healthy, sweet, calm, good, is a challenge because comedy usually laughs at somebody or something. How do you make a nice joke?

The secret of wholesome memes hides in their dialectic nature. Our era has brought out goodness as the antithesis of badness, therefore behind every wholesome representation we can find a shade of a missed edginess, its absence, a ghost. The wholesome deludes the expectations of the joke, the long awaited badness, showing off its ridiculity, letting you with a sweet taste inside your mouth.

However, the objective is not to condemn bad passions for the sake of it, to eradicate hate, aggressiveness or violence from the human experience. This is not a battleground for ethics, but politics. The alleged total nihilism of 4chan's anons channeled to confused but precise goals, it assumed the form of a reaction to a society seen as excessively tolerant, it targeted oppressed subjectivities, thinking that young white males were the ones being dis-

*Come si fa una gag buona?*

*Il segreto dei Wholesome meme si nasconde nella loro natura dialettica. La nostra epoca ha fatto emergere la bontà come antitesi della cattiveria, per tanto dietro ogni rappresentazione Wholesome troviamo in controtluce l'edginess mancata, la sua assenza, un fantasma. Il Wholesome delude le aspettative dello scherzo, l'attesa della cattiveria e la mostra ridicola, lasciandoti il dolce in bocca.*

*L'operazione di **Glusterduck** ha preso questo principio molto letteralmente. Hanno chiuso gli edgy in una gabbia e gli hanno fatto produrre il peggio di loro, tramite un'esca che proponeva un progetto molto ingenuo, il peccato più imperdonabile. E poi hanno memato quel peggio, trasformando il male in bene, l'odio in amore, i meme edgy in meme wholesome.*

*Il fine, però, non è condannare le passioni cattive in quanto tali, espellere l'odio, l'aggressività e la violenza dall'esperienza umana. Non è in corso una battaglia etica, ma politica. Il presunto nichilismo totale degli anon di 4chan si è infine incanalato verso obiet-*

criminated and they took the banner to make america great again. This is the origin of the man-o-sphere, of the Alt-Right. The edgy argument proceeds by fractures and excesses, the wholesome answers is solid and calm, but not remissive: as the martial artists exploits its enemy's energy, the wholesome action shines over the chaotic edgy, produces comedy by contrast, a double negative.

To misguided hate, elevated to status symbol, as memer self-legitimacy, it's answered with the stupid smile of Gondola, prime citizen of a community that surpassed peer acknowledgement anxiety, dynamics exclusive to all that kind of infantile fragile that unleashes aggressivity. Gondola to come out from the minority status, to grow up.

*tivi confusi ma precisi, ha assunto la forma della reazione verso una società troppo tollerante, ha preso di mira le soggettività oppresse, nella convinzione che i giovani maschi bianchi siano quelli discriminati e con il compito di rendere l'america grande ancora una volta. Così è nata la man-o-sphere, così è nata l'Alt-Right.*

*Il discorso edgy procede per fratture e per eccessi, la risposta wholesome è solida e pacata, ma non remissiva: come l'artista marziale che sfrutta l'energia del suo avversario, l'azione wholesome spicca sul frastuono dell'edgy, produce umorismo per contrasto, il negativo del negativo. All'odio mal indirizzato, elevato a status symbol, autolegettimitazione da memer, si risponde col sorriso ebete di Gondola, primo cittadino di una community che ha superato l'ansia di riconoscimento tra pari, le dinamiche esclusive e tutta quella fragilità infantile che scatena l'aggressività. Gondola per uscire dallo stato di minorità, per diventare grandi.*



Poster by Shay Ariely.  
Poster di Shay Ariely.

# ***URL/IRL: CREATE/PROMOTE***

## ***URL/IRL: CREA/PROMUOVI***

Six selected artists worked to create a set of iconic posters, having as protagonists the fabulous creatures known as meme characters. The posters were spread in selected locations IRL/URL and contained a call to action, inviting the wider public to visit the exhibition and take part in its interactive, participatory format.

*Sei artisti selezionati hanno lavorato per creare un set di poster iconici, che hanno avuto come protagoniste le favolose creature conosciute come meme characters. I poster sono stati diffusi in località selezionate del mondo online e offline. Questi poster hanno avuto la funzione di invitare il pubblico a visitare la mostra ed a prendere parte alla sua fase, interattiva e partecipativa.*





*Simon Villaret*

<http://simon-villaret.com>

<https://www.instagram.com/s1m0nc3ll0>

<https://soundcloud.com/simon-villaret>

\_b0rn t0 k1ll in 1993 \_ B0rd3aux \_FR4NC3  
\_mult1m3dia s0ld13r 0p3r4t1ng 0n s0unds (aka Symbiose Corp©)  
and visual art3f4cts.

*Simon Villaret è un artista multimediale e visual artist di Bordeaux.*



#MEMEPROPAGANDA

08.05.2018  
JOIN FORCES

WWW.GREENCUBE.GALLERY.COM



**Jules Durand**  
<http://jules-durand.fr>

Jules Durand is currently finishing his studies in Graphic Design & Typography at ÉSAAB Nevers. His master degree focuses on the framing of memes in digital culture: the way they spread, evolve and influence Internet users and our society. He's leading an editorial project in order to write and design a Meme Manifesto.

*Jules Durand sta attualmente terminando i suoi studi in Graphic Design & Typography presso ÉSAAB Nevers. La sua tesi di laurea si concentra sulla definizione di meme nella cultura digitale: il modo in cui i meme si diffondono, si evolvono e influenzano gli utenti di Internet e la nostra società. Sta curando insieme a **Glusterduck** il progetto editoriale di Meme Manifesto, seguendo sia il design che la stesura dei testi.*

*Les mèmes sont une forme d'expression artistique qui se décline au travers de caractères, de personnages, d'icônes. Ces représentations mémétiques peuvent devenir de puissants véhicules de processus mythopoétiques, des vecteurs de sens. Ils ont prouvé leur adaptabilité maintes et maintes fois, par des trolls, des symboles politiques, des objets d'art, des actifs spéculatifs, et plus encore. Ils interagissent avec nous, sans cesse divertissant, provoquant, déroutant, avec la faculté commune de devenir des miroirs, reflétant nos propres désirs et nos peurs, nos misères et nos rêves. Ce sont des instruments précieux et des êtres puissants ; mais par-dessus tout, ils sont ce que nous voulons qu'ils deviennent. Les temps exigent que nous maîtrisions les secrets de la création de mème. Le pouvoir de ces images peut allumer une *révolution mémétique*, et ainsi avoir un impact violent sur la réalité. Le but ultime est de favoriser la création et imagination en réussissant à briser le climat actuel de peur et de haine, contribuant ainsi à déclencher un nouveau cycle— socialement et politiquement positif. Le moment est venu de faire valoir des revendications nouvelles, de lancer un appel à la jeunesse pour embraser la lutte et converger ensemble. Il y a cinquante ans, le pouvoir a tremblé, le mouvement de *mai 68* a marqué les esprits, il est grand temps de reprendre le flambeau ardent de la *révolte*.*



#MEMEPROPAGANDA 8/5/2018 GREENCUBE.GALLERY

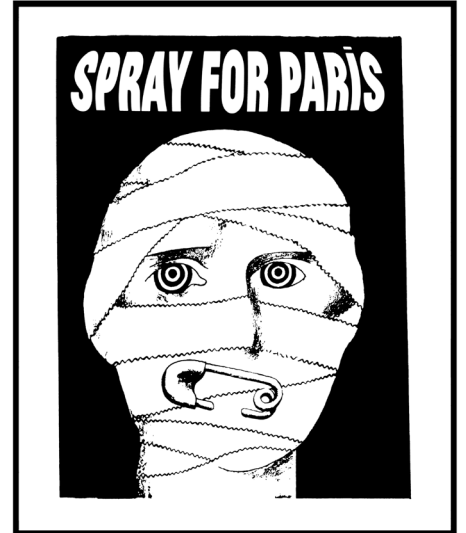


#MEMEPROPAGANDA 8/5/2018 GREENCUBE.GALLERY

**SOUS LES PAVÉS  
LA POUDRE  
DE PERLIMPIMPIM**



#MEMEPROPAGANDA 8/5/2018 GREENCUBE.GALLERY



#MEMEPROPAGANDA 8/5/2018 GREENCUBE.GALLERY



#MEMEPROPAGANDA 8/5/2018 GREENCUBE.GALLERY



#MEMEPROPAGANDA 8/5/2018 GREENCUBE.GALLERY



**{S(LENCE INTENS)F)ES}**

#MEMEPROPAGANDA 8/5/2018 GREENCUBE.GALLERY

#MEMPROPAGANDA

# PLATISTES LIBRES



8/5/2018

GREENCURE.GALLERY

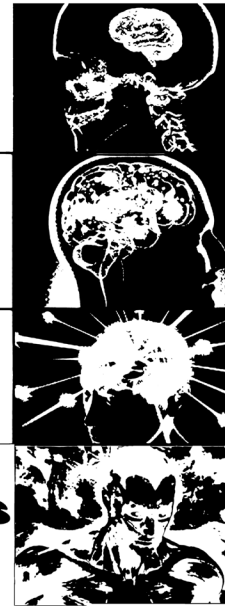
# EARTH IS FLAT

FLICS=SS

CRS  
SS

POLICE  
MILICE

MOINS  
DE FACHOS  
PLUS DE  
DOGGOS



#MEMPROPAGANDA

8/5/2018

GREENCURE.GALLERY

MOINS  
DE  
21ANS  
voici votre  
bulletin de  
VOTE



#MEMPROPAGANDA

8/5/2018

GREENCURE.GALLERY

YEAH SEX IS GOOD,  
BUT HAVE YOU EVER TRY RIOT ORGY ?



#MEMPROPAGANDA

8/5/2018

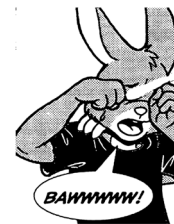
GREENCURE.GALLERY

#MEMPROPAGANDA

8/5/2018

GREENCURE.GALLERY

# SPRAY FOR PARIS

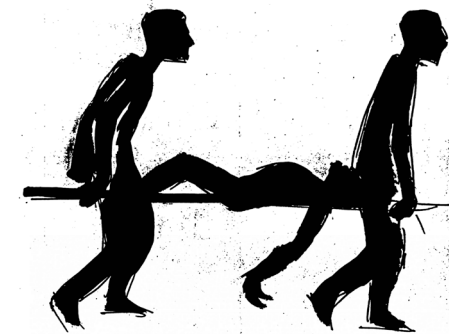


#MEMPROPAGANDA

8/5/2018

GREENCURE.GALLERY

Achievement unlocked  
Fucking Savage



# wasted

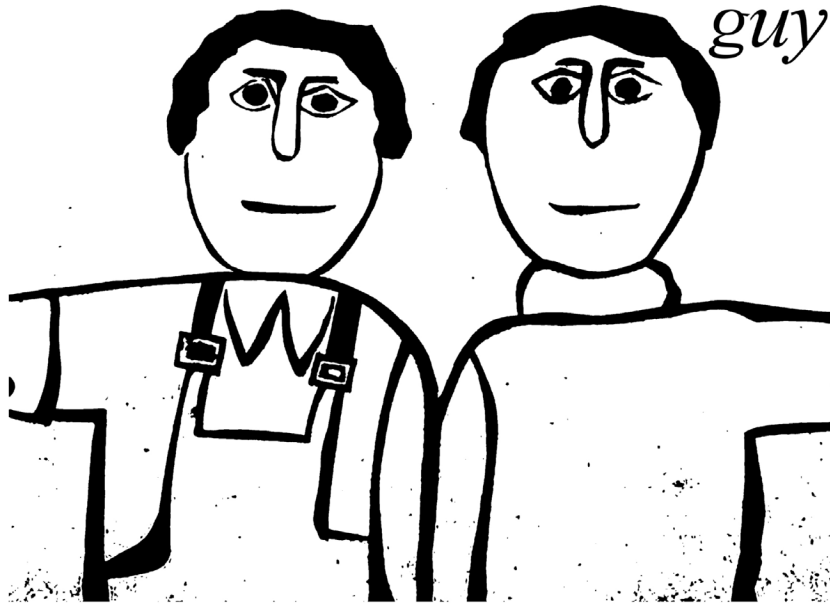
#MEMPROPAGANDA

8/5/2018

GREENCURE.GALLERY

**HEY KIDS  
DON'T YOU THINK  
CAPITALISM IS**

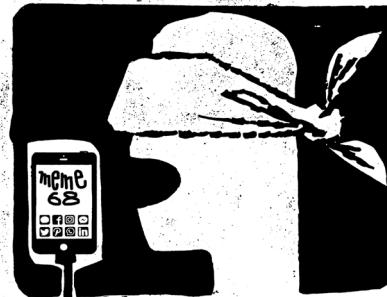
**C** - *Cruel*  
**O** - *Only for losers*  
**O** - *Out of order*  
**L** - *Loved by old white*



#MEMPROPAGANDA

8/5/2018

GREENCUBE.GALLERY



**ET CEUX QUI  
VEULENT  
ETUDIER?**

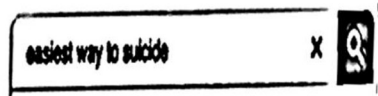
*J'aimerais bien aller en cours moi?"*

#MEMPROPAGANDA

8/5/2018

GREENCUBE.GALLERY

**MOINS  
DE  
18ANS**  
voici votre  
bulletin de  
**VOTE**



8/5/2018

GREENCUBE.GALLERY

**MOINS DE FACHOS**



**PLUS DE DOGGOS**

#MEMPROPAGANDA

8/5/2018

GREENCUBE.GALLERY

**EN MARCHÉ**



**OU CRÈVE**

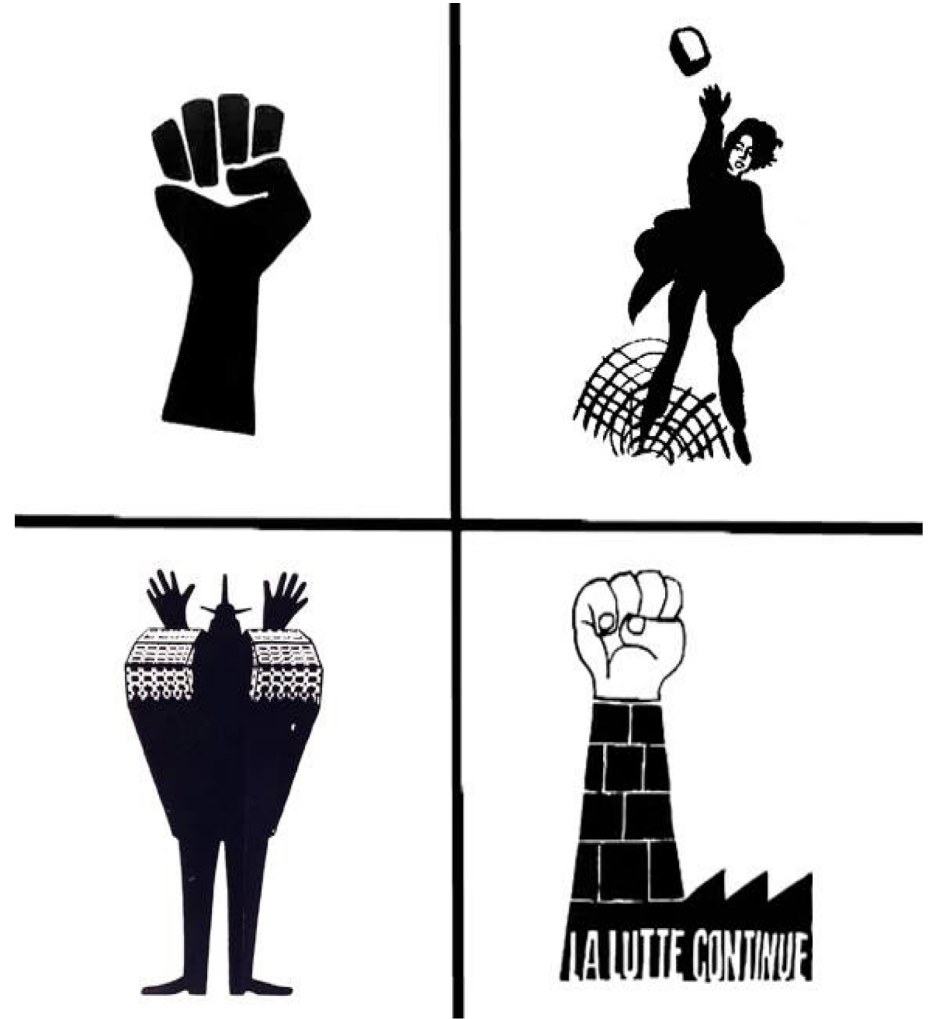
#MEMPROPAGANDA

8/5/2018

GREENCUBE.GALLERY



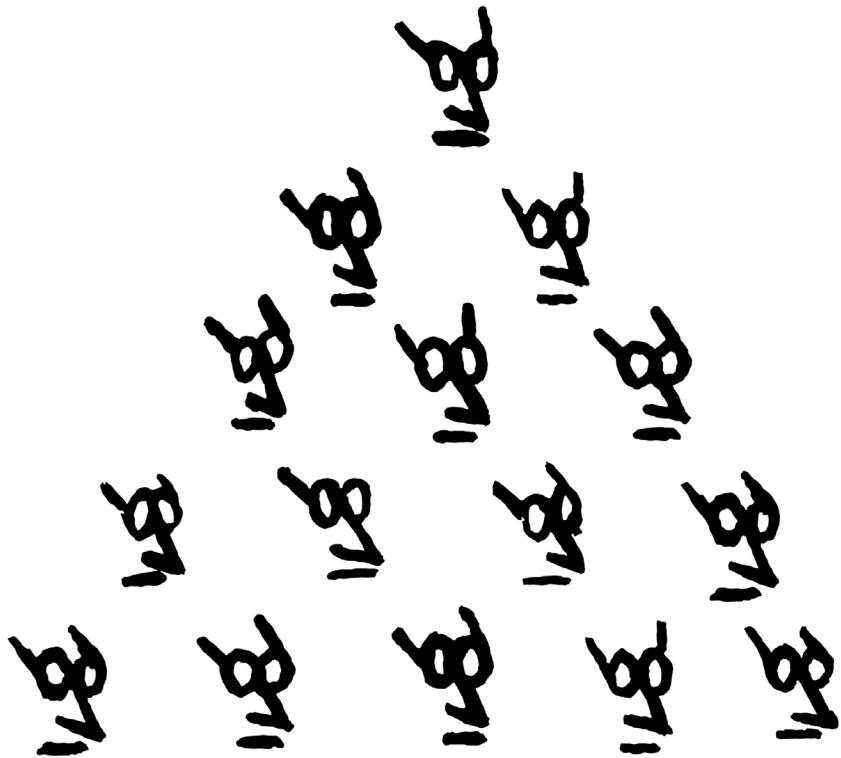
#MEMPROPAGANDA 8/5/2018 GREENCUBE.GALLERY #MEMPROPAGANDA 8/5/2018 GREENCUBE.GALLERY



#MEMPROPAGANDA 8/5/2018 GREENCUBE.GALLERY



#MEMPROPAGANDA 8/5/2018 GREENCUBE.GALLERY

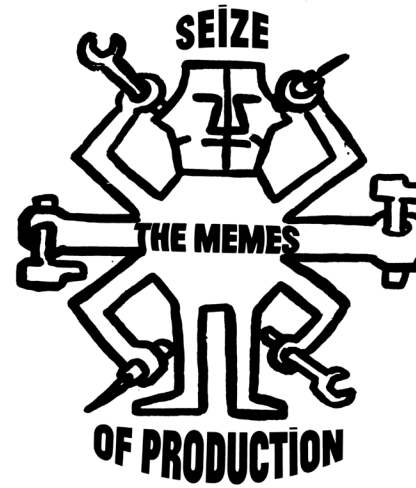


**ILLUMINATI  
PARTOUT  
JUSTICE  
NULLE PART**

#MEMEPROPAGANDA

8/5/2018

GREENCUBE.GALLERY



#MEMEPROPAGANDA

8/5/2018

GREENCUBE.GALLERY

**SEIZE THE MEANS  
OF PRODUCTION**

**SEIZE THE MEMES  
OF PRODUCTION**



#MEMEPROPAGANDA

8/5/2018

GREENCUBE.GALLERY

#MEMEPROPAGANDA

8/5/2018

GREENCUBE.GALLERY

### ***David III***

[https://www.instagram.com/renaissance\\_man](https://www.instagram.com/renaissance_man)  
<https://www.facebook.com/thatrenaissanceman>

David III invented the term hyperconnectivity.  
Wait. IDK. He at least helped.

Find his memes and the dubious system of belief they represent,  
via @renaissance\_man on Instagram, and @thethatrenaissance-  
man on Facebook.

*David III ha inventato il termine di iperconnettività. Ehm, cioè diciamo  
che ha contribuito a crearlo.*

*E' possibile trovare i suoi meme e il discutibile sistema di credenze che  
rappresentano, tramite @renaissance\_man su Instagram e @thetha-  
trenaissanceman su Facebook.*





**This Bear Doesn't "Care" About  
Your Right To Bear Arms!**

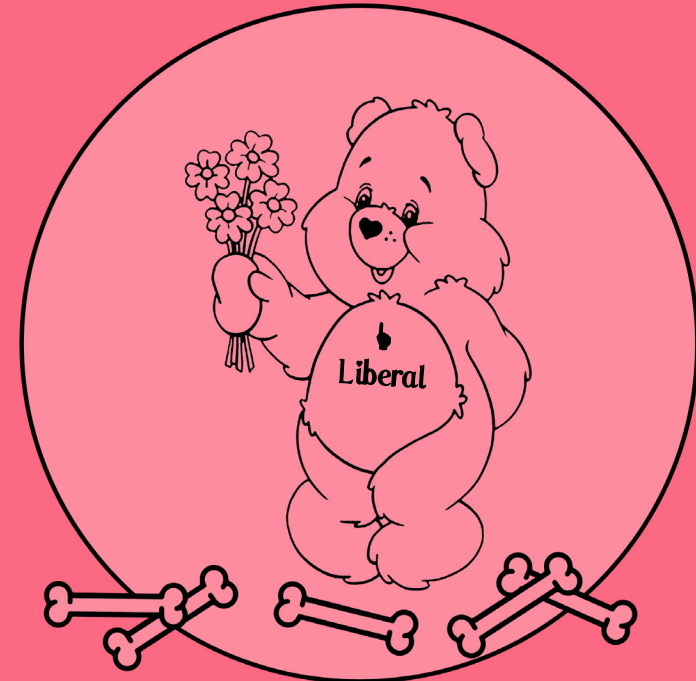
08. 05. 2018

#memepropaganda



Greencube.Gallery

**Civil Disobedience?  
I'd Rather Exercise My Autonomy By  
Pickin' Flowers!**



#memepropaganda  
Greencube.Gallery

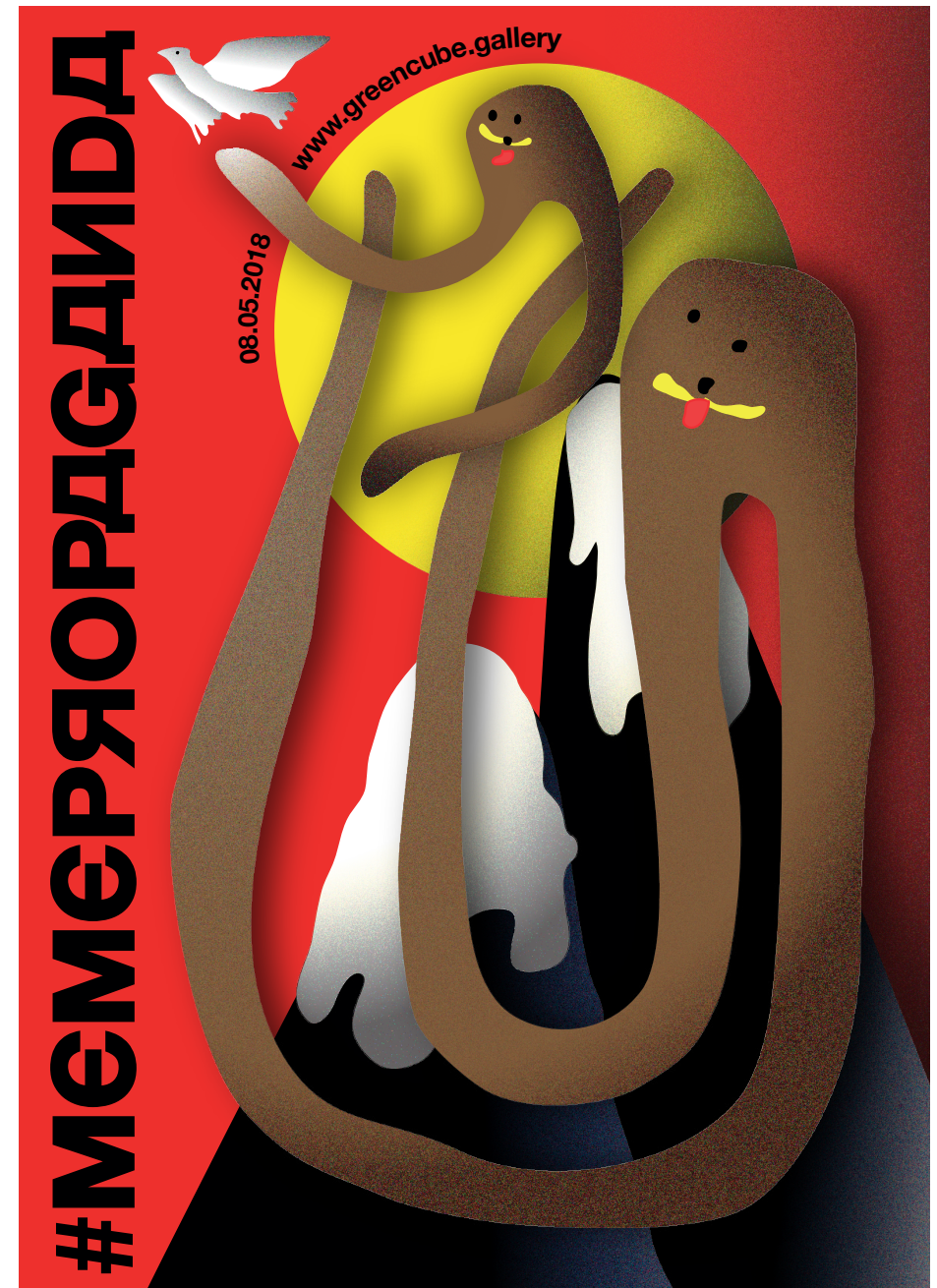
08. 05. 2018

***Shay Ariely***

<http://yacinton2.tumblr.com>

Shay Ariely is a Berlin-based artist, originally from Jerusalem. She's currently working on her Visual Communication BA at KHB Weißensee. She worked as visual and tattoo artist for Sova Magazine and Vice Media. Her work mostly consists in short animations and motion posters, often dealing with social media critique and the notion of self-esteem.

*Shay Ariely è un'artista di Berlino, originaria di Gerusalemme. Attualmente sta studiando comunicazione visiva alla Berlin Weissensee School of Art. Ha lavorato come visual artist e tatuatrice per Sova Magazine e Vice Media. Il suo lavoro consiste principalmente in animazioni e poster in motion graphic, con riflessioni sui temi provenienti dall'ambiente dei social media e che spesso si interrogano sulle questioni di identità, autostima e visione digitale del sé*



### **Dottor Pira**

<http://www.fumettidellagleba.org>

Dr. Pira is an Italian cartoonist and set designer. In addition to having created "I Fumetti della Gleba", as a cartoonist he has made numerous series for XL of Repubblica, Vice Magazine and Smemoranda, and has collaborated with linus, Rolling Stone, Pic Nic and Hobby Comics. Among his publications there are also the quadrilogy Gatto Mondadori (GRRRzetic, 2011-2015), Rap Violent in the Ghetto Street (The Milan Review, 2013) and La vera storia dell'Hip Hop (Rizzoli Lizard, 2017).

*Dr. Pira è un fumettista e scenografo italiano. Oltre ad aver creato "I Fumetti della Gleba", come fumettista ha realizzato numerose serie per XL di Repubblica, Vice Magazine e Smemoranda, e ha collaborato con linus, Rolling Stone, Pic Nic e Hobby Comics. Tra le sue pubblicazioni ci sono anche la quadrilogia Gatto Mondadori (GRRRzetic, 2011-2015), Rap Violent in the Ghetto Street (The Milan Review, 2013) e La vera storia dell'Hip Hop (Rizzoli Lizard, 2017).*

BERUTTI

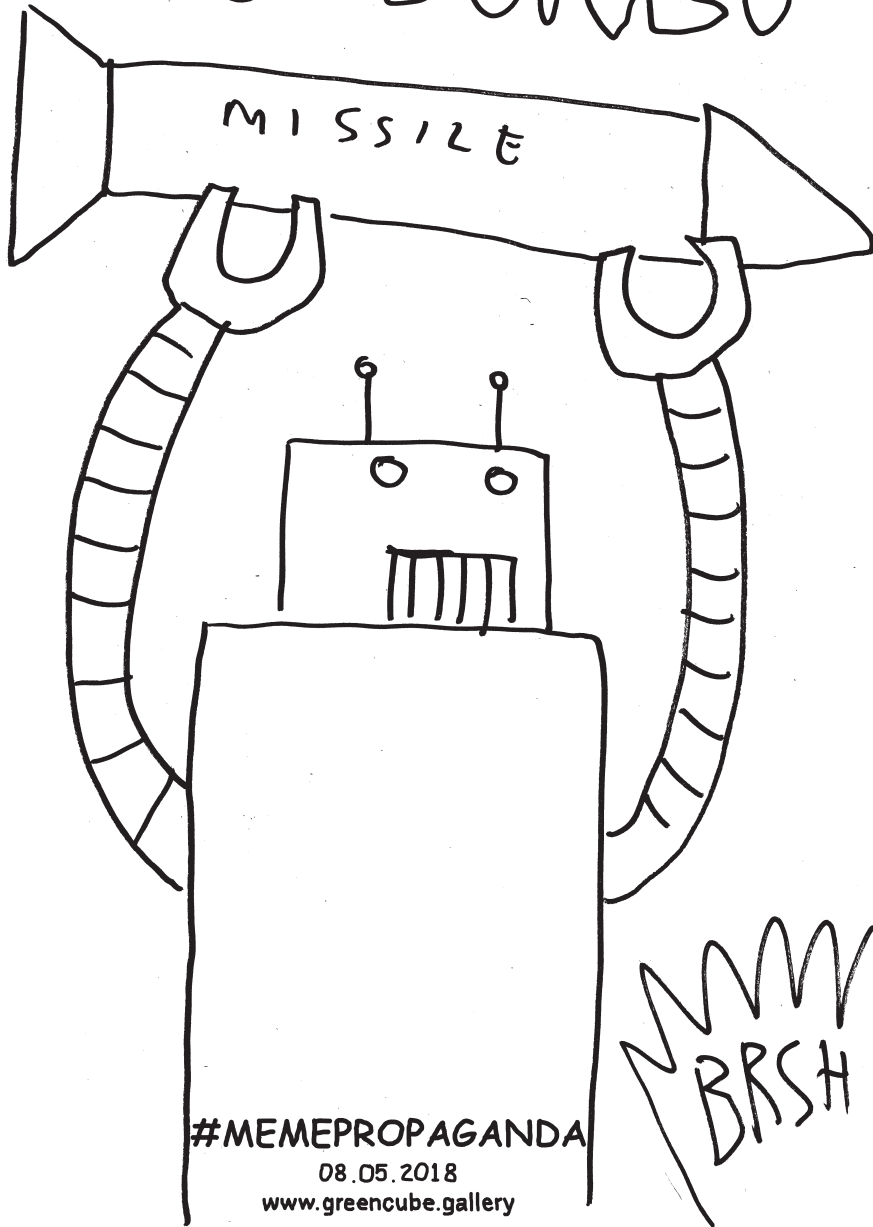


#MEMEPROPAGANDA

08.05.2018

[www.greencube.gallery](http://www.greencube.gallery)

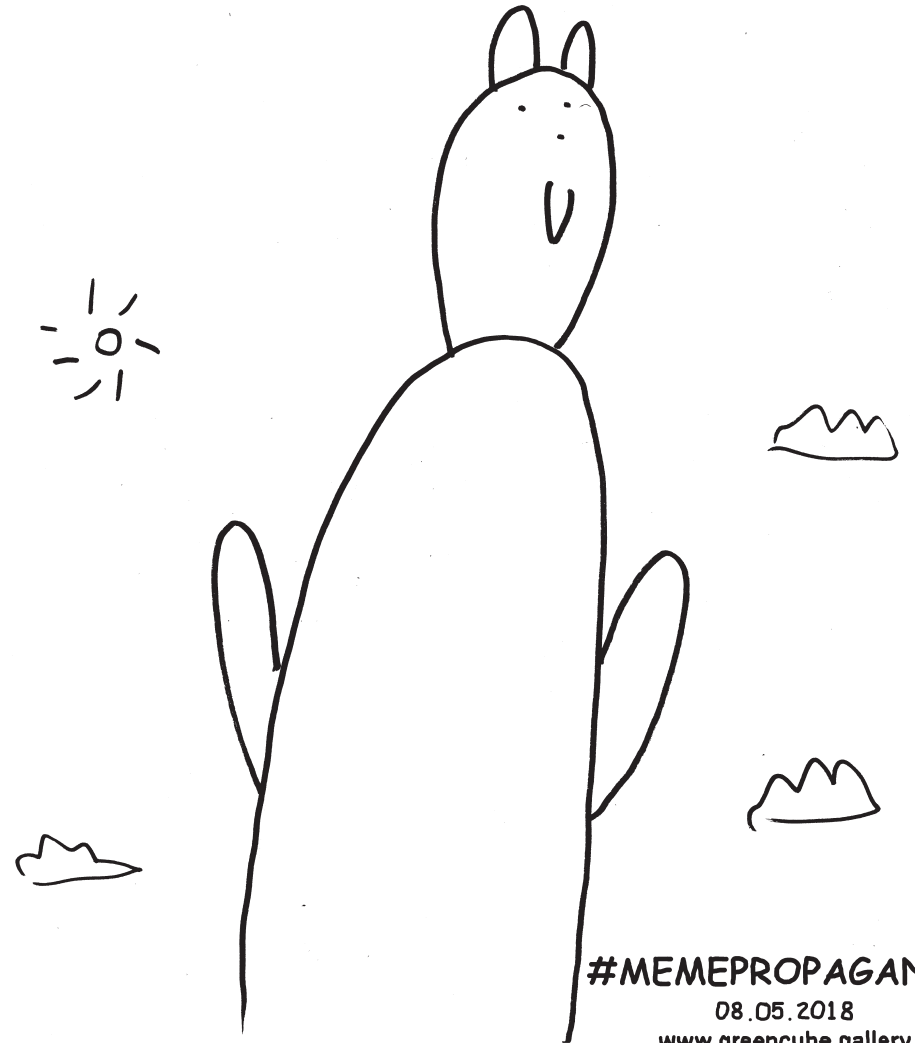
GABONZO



#MEMEPROPAGANDA  
 08.05.2018  
 www.greencube.gallery

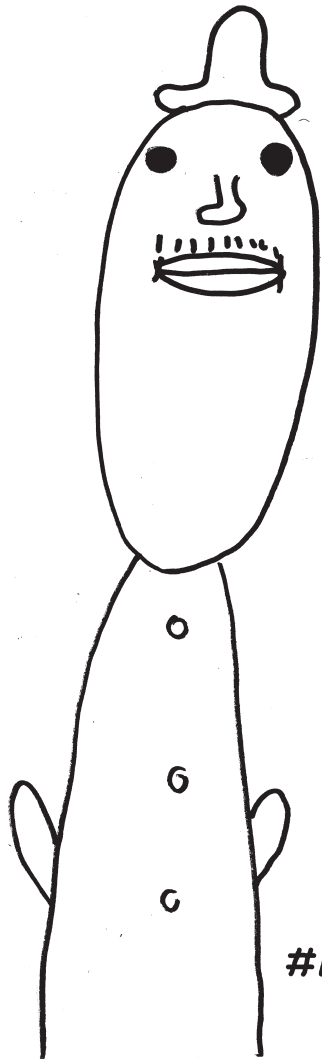
BRSH

NONEOLO



#MEMEPROPAGANDA  
 08.05.2018  
 www.greencube.gallery

# MARGUATI



#MEMEPROPAGANDA

08.05.2018

[www.greencube.gallery](http://www.greencube.gallery)

## **Nicole Ruggiero**

<http://www.nicoleruggiero.com>

Nicole is a 3D visual artist from NYC, her work is based on the internet and online trends. She enjoys to concentrate a lot of her work on technology and the emotional and social culture around it. In her work you will see a lot of expression conveyed through the figure or digital and nostalgic relics. She likes to blur the line between the virtual and the real. She likes to create animations for all different kinds of executions like augmented reality, virtual reality, ads, and events. Her work has been shown in places all over the world like Beijing, London, Sydney, Berlin, India, LA, & NYC, and featured publications such as Creator's Project, Widewalls, Sleek Mag, Monopol, Glamour, NestHQ, and Keen On.

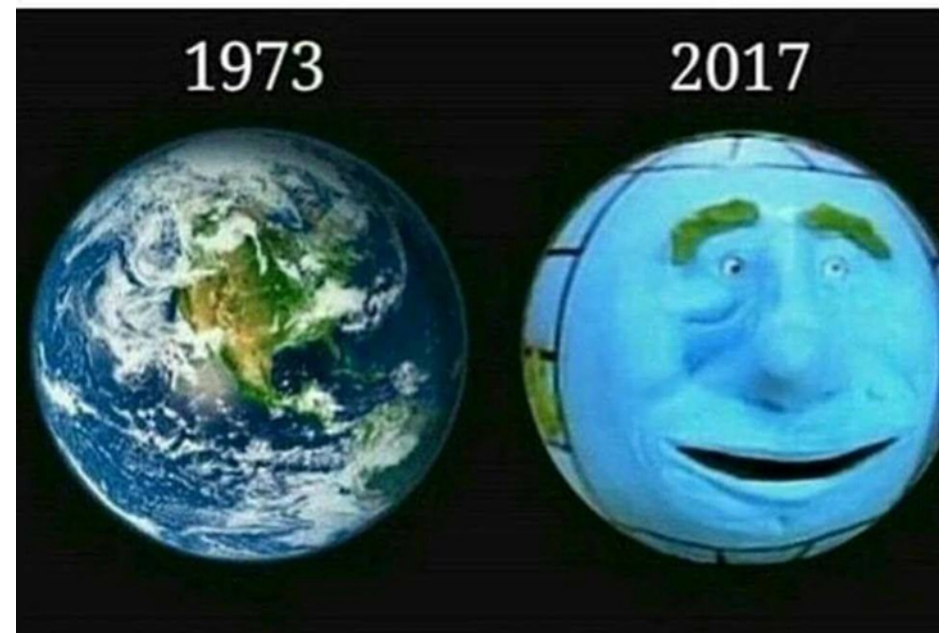
*Nicole è un'artista 3D di New York, il suo lavoro affronta tematiche legate ai trend della rete e dei social media. La sua ricerca nasce dall'elaborazione di temi come la nostra percezione di emotività, l'intimità, relazione all'altro, e come queste percezioni sono vissute nel mondo digitale. Le piace confondere la linea tra virtuale e reale. Nel suo lavoro ricorrono reliquie digitali, figure provenienti dalla web nostalgia. Le sue animazioni sono create per più supporti, dalla realtà aumentata, alla realtà virtuale, ai video e al web. Il suo lavoro è stato mostrato in più luoghi del mondo, come Pechino, Londra, Sydney, Berlino, India, Los Angeles e New York, ed è stato pubblicato su Creator's Project, Widewalls, Sleek Mag, Monopol, Glamour, NestHQ e Keen On.*



#meme propaganda

***AROUND THE GLOBE***  
***ATTORNO AL GLOBO***

This is the effect of memes on earth





Nicole Ruggiero, Shay Arieli, Simon Villaret, Berlin.  
*Nicole Ruggiero, Shay Arieli, Simon Villaret, Berlino.*





Jules Durand, Berlin.  
*Jules Durand, Berlino.*



Jules Durand, Shay Arieli, Kassel.



David III, Brighton.



Jules Durand, Florence.  
*Jules Durand, Firenze.*





Dottor Pira, Rome.  
Dottor Pira, Roma.



David III, Naples.  
David III, Napoli.

Jules Durand, Rome.  
Jules Durand, Roma.





Dottor Pira, Turin.  
*Dottor Pira, Torino.*



Dottor Pira, Trento.  
Dottor Pira, Trento.





Jules Durand, Paris.  
*Jules Durand, Parigi.*



Shay Arieli, somewhere on the sea.  
*Shay Arieli, da qualche parte nel mare.*



Exhibition at Super TOKONOMA, Kassel, Germany.  
*Mostra al Super TOKONOMA, Kassel, Germania.*



paganda

White Supremacy is Un-Bear-able

ADMIN

SEIZE THE MEMES OF PRODUCTION

#MEMEЯOPЯДДИДА

ACAB  
PLUS DE DOGGOS  
MOINS DE FACNOS  
SOUZ LES PAVÉS LA FOUĐRE DE PERLIMPIMPIM  
SEIZE THE MEMES OF PRODUCTION  
MOINS DE BRAKS DE VOTE  
MOINS DE VOTE  
L'UN PÉLÉGRINE L'UN PÉLÉGRINE  
SILLENCE INTENSIFIER  
L'UN PÉLÉGRINE L'UN PÉLÉGRINE  
L'UN PÉLÉGRINE L'UN PÉLÉGRINE  
L'UN PÉLÉGRINE L'UN PÉLÉGRINE

Memes on 4Chan	
Memes on /r/dankmemes	
Memes on 9GAG	
Memes on iFunny	
Memes on Facebook	
Memes on Google Images	

## URL: BOARD

4ducks was a transnational Meme Character Summit and the URL part of #MEMEPROPAGANDA. The summit lasted for two months, as the exhibition itself.

*4ducks è stato un summit transnazionale di Meme Character e la parte URL di #MEMEPROPAGANDA. Il summit, come la mostra, è durato due mesi.*

Using the open source Tinyboard + vichan web application, the **Glusterduck** member Gregorio Magini aka peterpoe developed an imageboard on the **Glusterduck** servers, made to be constantly backed-up and archived. The board was meant to be a memathon, a hackathon for memes: a place where everyone can participate and where we can discuss various meme topics, develop and draw up wholesome threads and launch threads where meme characters can evolve. **Glusterduck** goal was to create a temporary home for wholesome memers, leftist memers, memers who like edgy memes but hate racism or xenophobia - in short, a place to discuss and create for all those members of the meme community who refuse the appropriation of meme culture by reactionary forces and neofascist ideologies.

The Summit was about a precise set of issues, related to the history and evolution of meme characters. We asked all participants to focus on these questions:

*Usando gli strumenti open source Tinyboard + l'applicazione web vichan, il membro di **Glusterduck** Gregorio Magini aka peterpoe ha sviluppato un imageboard sui server di **Glusterduck**, creata con un back-up continuo finalizzato all'archiviazione. La board vuol essere una memathon, un hackaton per i meme: un posto dove chiunque può partecipare e dove possiamo discutere vari argomenti sui meme, sviluppare e disegnare thread wholesome e dove i meme characters possono evolvere. L'obiettivo di **Glusterduck** è di creare una casa temporanea per i wholesome memers, i memers di sinistra, memers che amano i meme edgy ma odiano il razzismo e la xenofobia - in breve, un posto dove discutere e creare per tutti quei membri della meme community che rifiutano l'appropriazione della cultura dei meme da parte delle forze reazionarie e dalle ideologie neofasciste.*

*Il summit riguardava una serie precisa di argomenti, relativi alla storia e all'evoluzione dei meme characters. Abbiamo chiesto ai partecipanti di focalizzarsi sui seguenti punti:*

History and evolution of meme characters

Family Trees (bears, frogs and co)

Symbolism and meaning of meme characters

Meme characters as instrument to map the collective subconscious

(Mis)Use of meme characters for propaganda goals (political or corporate)

Meme characters, fables and archetypes

The board was structured like a classic 4chan image board, as this is the natural ecosystem in which many of the most beloved memes first were born. **Glusterduck** recognised the debt to the manifold communities of memers who thrive on 4chan, reddit, the weird Facebook, Telegram and all other platforms spread over the internet, without whom this board wouldn't have existed.

However, **Glusterduck** felt the need for a common place for discussion, something akin to an online conference or festival of meme culture: the outcome was a meta-board, a place where everyone could draw, manipulate and remix old, new

*La storia e l'evoluzione dei meme characters*

*Alberi genealogici (orsi, rane e co.)*

*Simbolismo e significato nei meme characters*

*Meme characters come strumenti per mappare il subconscio collettivo*

*L'uso e l'abuso dei meme characters con fini propagandistici (politici o corporativi)*

*Meme characters, favole ed archetipi*

*La board era strutturata come una classica image board di 4chan, dato che è tale l'ecosistema in cui molto dei meme più amati hanno preso vita. **Glusterduck** riconosce il debito alle molteplici community di memers che abitano 4chan, reddit, la parte strana di Facebook, Telegram e tutte le altre piattaforme sparse su internet, senza le quali questa piattaforma non avrebbe potuto esistere.*

*Nonostante ciò, **Glusterduck** ha sentito il bisogno di un luogo comune dove poter dialogare, qualcosa di simile alle conferenze online o ai festival di meme culture: l'outcome è stata una meta-board, un posto dove chiunque poteva disegnare, ma-*

or original content, in an environment characterised by a shared passion for meme culture and a common interest for the research and discussion of memetics.

The 4ducks url was spread through Facebook public posts and chats to all the people belonging to the **Glusterduck** and Greencube network, on Reddit to r/gondola, r/me\_irl/, r/dankmeme, r/coaxedintoasnafu, r/surrealmeme, r/wojak communities, on the Gondola and the Philosopher's meme Discord Servers, and on various Facebook group including Gondola Space: A Space for Gondolas [OC only], /tpm/ - TPM News & Resources, • N°1 • FOR INSPIRATION, only 🐧, Perfect Users, Crazy Cool Websites, on 4chan on /bant/ - International/Random and /gd/ - Graphic Design and /r9k/ - ROBOT9001 communities.

Part of the engaging process can be seen on the A MULTI-PLATFORMS OP Section.

*nipolare e remixare vecchio, nuovo o contenuti originali, in un ambiente caratterizzato da una passione condivisa per la meme culture e un interesse comune per la ricerca e la discussione sulla memetica.*

*L'url di 4ducks è stato diffuso tramite post pubblici e chat di Facebook a tutte le persone appartenenti ai network di **Glusterduck** e Greencube, su Reddit sulle community r/gondola, r/me\_irl/, r/dankmeme, r/coaxed-intoasnafu, r/surrealmeme, r/wojak, sui server Discord di Gondola, Philosopher's meme, e su vari gruppi Facebook inclusi Gondola Space: A Space for Gondolas [OC only], /tpm/ - TPM News & Resources, • N°1 • FOR INSPIRATION, only 🐧, Perfect Users, Crazy Cool Websites, su 4chan su /bant/ - International/Random e su /gd/ - Graphic Design and /r9k/ - ROBOT9001.*

*Parte del processo può essere visto nella successiva sezione OPERAZIONE MULTIPIATTAFORMA.*

# Catalog (/4ducks/)

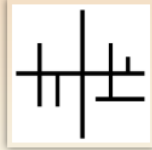
Sort by:  Image size:



R: 0 / I: 0

**é o tal do mago negro?**

e



R: 15 / I: 15

to commemorate the anniversary, a little late 🏃♂️ today we are trying to store top quality Loss 📺📺 post old Loss or draw new



R: 31 / I: 26

**It's Wednesday my Dudes!!!**

We are building a special collection of rare Wednesday frogs here!!! Draw exquisite frogs → post your frogs on the board → enjoy top state of the art



R: 18 / I: 12

**Gondolas family thread**

Are there other new or unknown members of the bear family out there?



R: 10 / I: 10

**Feelings thread**

show your wojakss



R: 7 / I: 7

**Reappepay!**

Frogs thread. Can a frog be wholesome too?



R: 6 / I: 4

**Duck Magic is Real !!!**

invoke the ducks.



R: 9 / I: 2

**The two schools of thought**

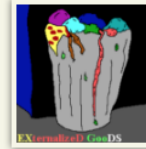
Are we all normies? Edgy vs. Wholesome discussion thread.



R: 6 / I: 4

**Dinghy draw thread!**

Dinghy is Gondola's lesser known cousin. In one of the multiverses, Dinghy is the clean up guy. He visits places that are messy and cleans them up. Dinghys cleans up polluted



R: 5 / I: 5

**EXternalized GoodS**

Thread of EXternalized GoodS



R: 0 / I: 0

**Will a laugh bury them?**

Discussion thread around meme politics, language as a subversion tool, memetics as a networking process result, irony, satire and anything connected.

File: [1526288825097.jpg](#) (1.31 MB, 1920x1080, wojak.jpg)



**Feelings thread Anonymous** 05/14/18 (Mon) 09:07:05 No.47  
show your wojakss

**fat wojak Anonymous** 05/14/18 (Mon) 09:11:27 No.48

File: [1526289087449.jpg](#) (75.38 KB, 1000x820, py9NcxL.jpg)



top  
of  
all  
tim  
es  
on  
/r/  
wo  
jak

**Anonymous** 05/15/18 (Tue) 08:16:28 No.52

File: [1526372188536.jpg](#) (193.83 KB, 960x720, dfewof.jpg)



>>48  
so much love to give

**hipsterwoj Anonymous** 05/18/18 (Fri) 13:40:43 No.66

File: [1526650843268.jpg](#) (143.51 KB, 902x1280, wojj.jpg)



**ocean wojak Anonymous** 05/18/18 (Fri) 13:44:23 No.67

File: [1526651063426.jpg](#) (263.41 KB, 960x986, seewojak.jpg)



when  
you  
feel  
imme  
nse  
inside

File: [1525545388086.png](#) (97.68 KB, 515x480, dinghy.png)



**Dinghy draw thread!** Clusterduck 05/05/18 (Sat) 18:36:28 No.5

Dinghy is Gondola's lesser known cousin.

In one of the multiverses, Dinghy is the clean up guy. He visits places that are messy and cleans them up. Dinghys cleans up polluted places so that Gondolas can contemplate the beauty again.

The Dinghy clean up guy exploitable version has been originally created by Polyduck.

**duderina** 05/06/18 (Sun) 20:25:58 No.8

File: [1525638357747.png](#) (1.94 MB, 1176x756, Screen Shot 2018-05-06 at ....png)



Here comes  
Dinghyyy....

**Anonymous** 05/07/18 (Mon) 11:47:08 No.11

>>5

For free?

**Anonymous** 05/07/18 (Mon) 12:13:38 No.12

File: [1525695218412.jpg](#) (80.5 KB, 480x270, jan.jpg)



d

a  
s



File: [1530262465145.jpg](#) (57.89 KB, 750x579, sad.jpg)



**#SaveYourInternet Fuckarticle13!** IDQUmHoQ6U2 06/29/18 (Fri) 08:54:25 No.153 [\[Reply\]](#)

We're the internet kidz, internet is what we love,  
To anyone with bad intentions, get ready for the internet's shove.

We don't need no thought control, we don't need no Article thirteen,  
For the truth is hiding in plain sight: they're building a censorship machine!

We know no borders, but this time we have to face the EU.  
We need everyone to stand up - yes we're talking to YOU!

All you kidz making funny memes in the flickering light of an old PC,  
Let's all come together to join forces and make them see.

They say they're gonna censor us, they'll decide on July fifth,  
Let's make some noise and stop them, let's create a new internet myth!

9 posts and 9 image replies omitted. Click reply to view.

**Anonymous** 06/29/18 (Fri) 09:13:09 No.163

File: [1530263589517.jpg](#) (60.3 KB, 928x960, 35927099\_2121924741465784\_....jpg)



File: [1528304830389.jpg](#) (5.95 KB, 225x225, download.jpg)

It is Wednesday,



**It's Wednesday my Dudes!!!** Anonymous 06/06/18 (Wed) 17:07:10 No.90 [\[Reply\]](#)

We are building a special collection of rare Wednesday frogs here!!!  
Draw exquisite frogs → post your frogs on the board → enjoy top state of the art quality frogs !!!!

30 posts and 25 image replies omitted. Click reply to view.

**gigi hadid** 06/13/18 (Wed) 22:11:01 No.129

File: [1528927861354.jpg](#) (37.01 KB, 690x689, ceq.jpg)



**duderina** 06/06/18 (Wed) 18:16:20 No.100

File: [1528308980026.png](#) (308.21 KB, 680x680, iopo8p4cjlz01.png)



**UHU hawaidolphino** 06/06/18 (Wed) 20:46:00 No.107

File: [1528317958404.jpg](#) (2.33 MB, 2171x1602, frugs.jpg)



**Anonymous** 06/27/18 (Wed) 22:22:00 No.151

File: [1530138119652.jpg](#) (59.64 KB, 1280x853, eu.jpg)







File: [1525545522670.jpg](#) (3.46 MB, 4250x2354, gondolas.jpg)



**Gondolas family thread** **HawaiDolphino** 05/05/18 (Sat) 18:38:43 No.7 [\[Reply\]](#)

Are there other new or unknown members of the bear family out there?

13 posts and 10 image replies omitted. Click reply to view.

**Anonymous** 05/18/18 (Fri) 07:53:31 No.63

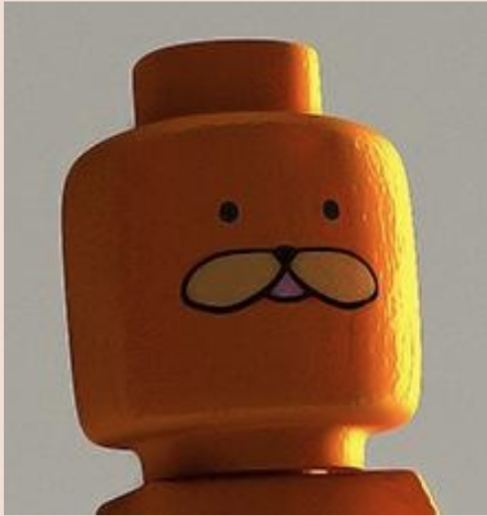
File: [1526630010643.jpg](#) (141.1 KB, 780x773, finnish.jpg)



[>>58](#)

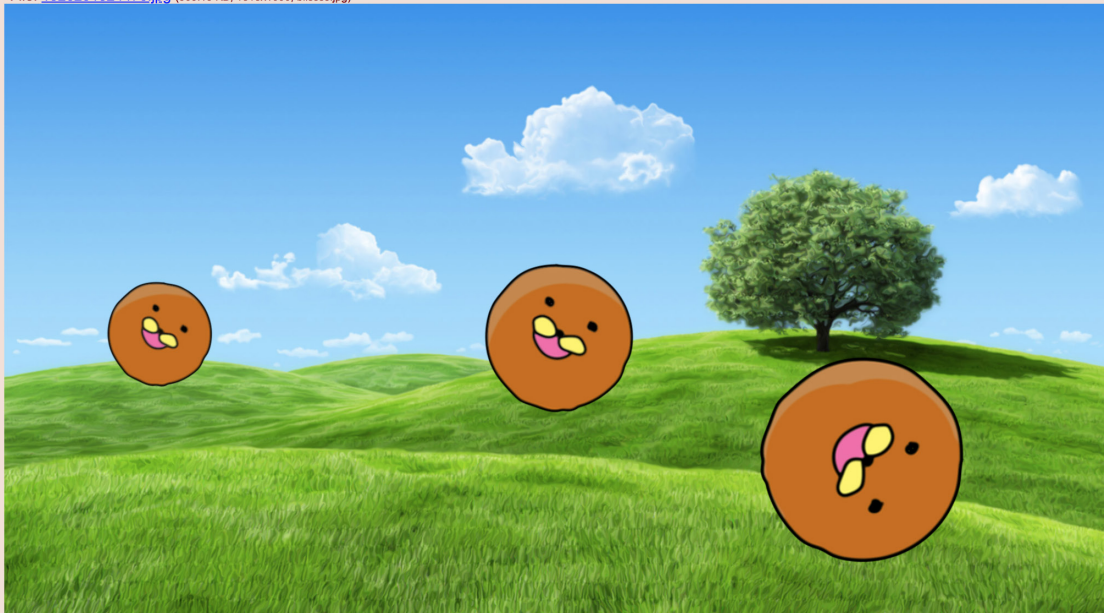
**no mouth by happy Anonymous** 06/08/18 (Fri) 09:03:56 No.122

File: [1528448636343.jpg](#) (14.45 KB, 221x234, 1528410987075.jpg)



**Anonymous** 05/14/18 (Mon) 09:48:44 No.49

File: [1526291324476.jpg](#) (863.15 KB, 1818x1000, blissss.jpg)



>>44  
loved the idea

File: [1527345248843.jpg](#) (137.57 KB, 1100x1467, duckmagic.jpg)



**Duck Magic is Real !!! Anonymous** 05/26/18 (Sat) 14:34:09 No.71  
invoke the ducks.

**Anonymous** 05/26/18 (Sat) 14:46:35 No.72

File: [1527345995100.jpg](#) (92.36 KB, 700x523, duck.jpg)



**Anonymous** 05/26/18 (Sat) 14:49:20 No.75

"In many original folk poems, the DUCK - or sometimes an eagle - laid its eggs on the knee of Väinämöinen."  
[https://en.wikipedia.org/wiki/World\\_egg](https://en.wikipedia.org/wiki/World_egg)

**Anonymous** 05/26/18 (Sat) 14:51:30 No.76

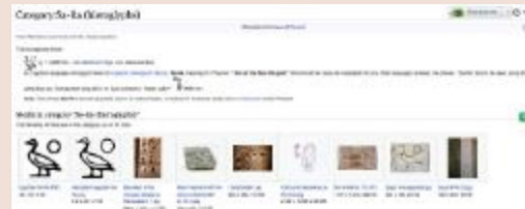
File: [1527346289767.jpg](#) (109.23 KB, 482x788, 33395482\_10156330263462145....jpg)



Egyptian geese were considered sacred by the Ancient Egyptians, and appeared in much of their artwork.

**Anonymous** 05/26/18 (Sat) 14:55:00 No.78

File: [1527346499804.jpg](#) (106.47 KB, 1597x631, egip.jpg)



So basically the duck and the sun stands for Amun-Ra, the sun-god, father and king of all gods





>>27

>>Asking if you're a normie is such a normie thing to ask.

## ***SUPER.INTERNET EVENT***

To celebrate the closing of #MEMEPROPAGANDA's virtual doors, **Glusterduck** and super-internet invited their network to a secret URL location. This turned out to be the superinternet.space room: a 360 degrees multiplayer drawing room, created and developed by Pietro Parisi, member of the Superinternet collective.

The event took place on Friday 29.6.2018 and was initially meant to last 2 hours. But the reactions from the participants were way more intense than expected. The event thus turned into a collective performance that lasted more than 48 hours, alternately involving different communities, coming from different social networks.

The secret url was first spread thought Facebook private chats to about 100 people belonging to the **Glusterduck** and Greencube network, and it was later spread on r/gondola, r/me\_irl/, r/dankmeme, r/coaxedintoasnafu, r/surrealmeme, r/wojak (Reddit), the Gondola, the Philosopher's meme and the Nicole Ruggero

*Per celebrare la chiusura delle porte virtuali di #MEMEPROPAGANDA, **Glusterduck** e super-internet hanno invitato il loro network ad una località URL segreta. Quest'ultima era una stanza di superinternet.space: uno spazio multiplayer per disegnare, creato e sviluppato da Pietro Parisi, membro del collettivo Superinternet.*

*L'evento ha avuto luogo Venerdì 29.6.2018 con una durata inizialmente stabilita di 2 ore. L'intensa risposta dei partecipanti ha superato le aspettative, prolungando l'evento in una performance collettiva della durata di oltre 48 ore, che ha coinvolto diverse community, provenienti da svariati social network.*

*L'url segreto è stato inizialmente diffuso tramite chat private di Facebook a circa 100 persone appartenenti ai network di **Glusterduck** e Greencube, e successivamente su r/gondola, r/me\_irl/, r/dankmeme, r/coaxedintoasnafu, r/surrealmeme, r/wojak (Reddit), i server Discord di Gondola, Philosopher's meme e di Nicole Ruggero, vari gruppi Facebook tra cui /tpm/ - TPM News & Resources, • N°1 • FOR*

Discord Servers, various Facebook group including /tpm/ - TPM News & Resources, • N°1 • FOR INSPIRATION, only ♣, Perfect Users, Crazy Cool Websites, and the day after reached the /bant/ - International/Random and /gd/ - Graphic Design communities on 4chan. The diffusion on different social network communities marked the performance with a sort of "eras of behaviours".

A time-lapse of the whole event will be soon online. Superinternet.space is actually online and available to anyone who may want to join the experience.

Part of the engaging process can be seen on the A MULTI-PLATFORMS OP Section.

*INSPIRATION, only ♣, Perfect Users, Crazy Cool Websites, ed il giorno dopo ha raggiunto le community di 4chan su /bant/ - International/Random and /gd/ - Graphic Design.*

*La diffusione su community da diversi social network ha marcato la performance con una sorta di "ere di comportamento".*

*Un time-lapse dell'evento completo sarà presto disponibile online. Superinternet.space è attualmente online e disponibile a chiunque voglia unirsi all'esperienza.*

*Parte del processo può essere visto nella successiva sezione OPERAZIONE MULTIPIATTAFORMA.*









WHAT DID YOU THINK OF YEAR 9/10

LOVE IS ISOMETRIC

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## ***A MULTIPLATFORM OP OPERAZIONE MULTIPIATTAFORMA***

**Glusterduck** networking process is operated on multiple communities, coming from different social network platforms.

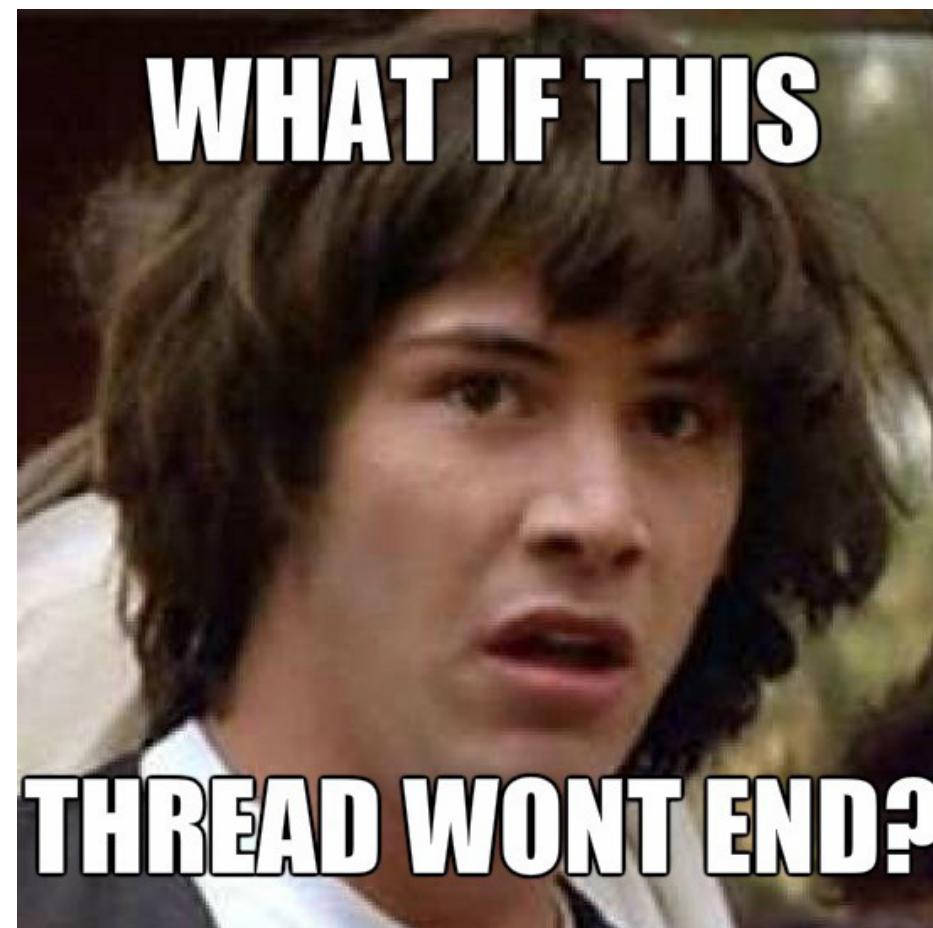
**Glusterduck**'s network articulates itself through different approaches and disciplines, following at various stages transmedia projects, inherently developed into the kaleidoscopic world of Internet cultures.

This brought us to develop an ever-changing and hybrid methodological approach that reflects well the language shift that characterises the vast universe of online communities, their wide reach and complex codes that we aim to include in our research.

*Il processo di networking di **Glusterduck** si muove tra diverse community, provenienti da diverse piattaforme social.*

*Il network di **Glusterduck** si articola attraverso diversi approcci e discipline, seguendo a vari livelli progetti transmedia, intrinsecamente sviluppato dentro il caleidoscopico mondo delle culture di Internet.*

*Questo ci ha portati a sviluppare un metodo ibrido e mutevole che ben riflette il cambio di linguaggio che caratterizza il vasto universo delle community online, la loro influenza e i loro complessi codici che intendiamo includere nella nostra ricerca.*

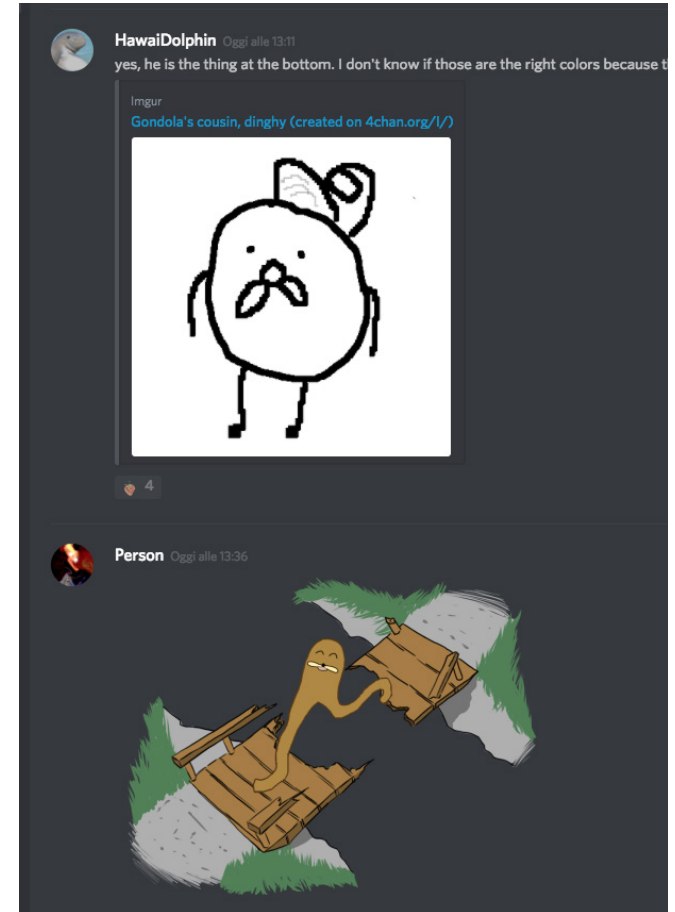






Dinghy thread (Discord)

HawaiiDolphin The Gondola's family three. Do you recognise Dinghy? [img] / Lett1 [https://files.facepunch.com/forum/upload/107231/2c0e-8b9e-0bfa-46b8-9247-45d2aaa98d32/bg\\_crop.png](https://files.facepunch.com/forum/upload/107231/2c0e-8b9e-0bfa-46b8-9247-45d2aaa98d32/bg_crop.png) [img] / Polyducks @HawaiiDolphin what's the thing at the bottom right? It's cute af / Seong he a jellybean / HawaiiDolphin yes, he is the thing at the bottom. I don't know if those are the right colors because the only portrait I could find is this draw <https://imgur.com/uExY7E6> @Seong if you have more dinghy thingy i would like to dig it! [img desc: Gondola's cousin, dinghy (created on 4chan.org/l/)] / Person [img] gonds blend in with wooden bridges (dubious emoji) (gondola emoji) / Chargrilled Dinghy is a very fitting name / Seong is that because gonds are a bridge / Franziska Dinghy is soo cute! I also wanna draw him / Person hm / CvH\_9000 Dinghy looks so cute / Polyducks @Person wow I love the transparencies. Breaking the standard square image! / Seong yeah now that you mention it, it really looks cool in discord because of the transparency



/ Polyducks I'll have to adopt that approach I bet it'd look great on Twitter too / CvH\_9000 Hmm, I might give it a shot aswel / Polyducks also super exploitable [img] @HawaiiDolphin dinghy is now the cleanup guy. He visits places that are messy and cleans them up [img] / Person w ew yeah i tend to really like transparent pics for discors it just looks neat / Seong that's an adorable addition to the lore / Polyducks @Seong brb making an exploitable so this can become canon done [img] / HawaiiDolphin @Polyducks wow he is so beautiful / Polyducks cleaned up a bit [img] / Seong that's a wonderful Straight out of a chil-

dren's book / **HawaiDolphin** wow, yes / **Polyducks** There we go [img]  
Thx dinghy / **HawaiDolphin** @Polyducks if you like we can use this  
image as a poster for the clusterduck operation / **vic** lovey!!! / **Seong**  
the pic makes me imagine a story whre dinghy cleans up a river that's  
been polluted and so gondola can sit there to watch the ducks come  
back again / **Polyducks** @HawaiDolphin haha I think I need to make it  
tidier, but that sounds fun @Seong I was imagining Gond walkin down  
the path after Maybe Dinghy and Gondola just exist after the human  
race is gone and they just fix things / **Seong** that's such a charming  
concept / **Polyducks** [img] / **CvH\_9000** I really love the "Before/After"  
images / **HawaiDolphin** they seems made to help each other, because  
gondola cannot clean but dinghy can understand beauty because of  
gondola / **Polyducks** [img] Can you imagine Gondola leaning against  
that radiator? / **HawaiDolphin** @Polyducks yes please let's make this  
story happen, it is very powerful and beautiful / **Polyducks** haha alright  
(smile emoji) I'd better get back to my actual work now though. I'll have  
a play tonight / **HawaiDolphin** (smiling eyes closed emoji) !!! ok have a  
nice day! / **Chargrilled** Why I love this Discord

@HawaiDolphin dinghy is now the cleanup guy. He visits places that are messy and cleans them up



6 5 3



**Person** Oggi alle 14:04

w ew

yeah i tend to really like transparent pics for discord it just looks neat



**Seong** Oggi alle 14:05

that's an adorable addition to the lore



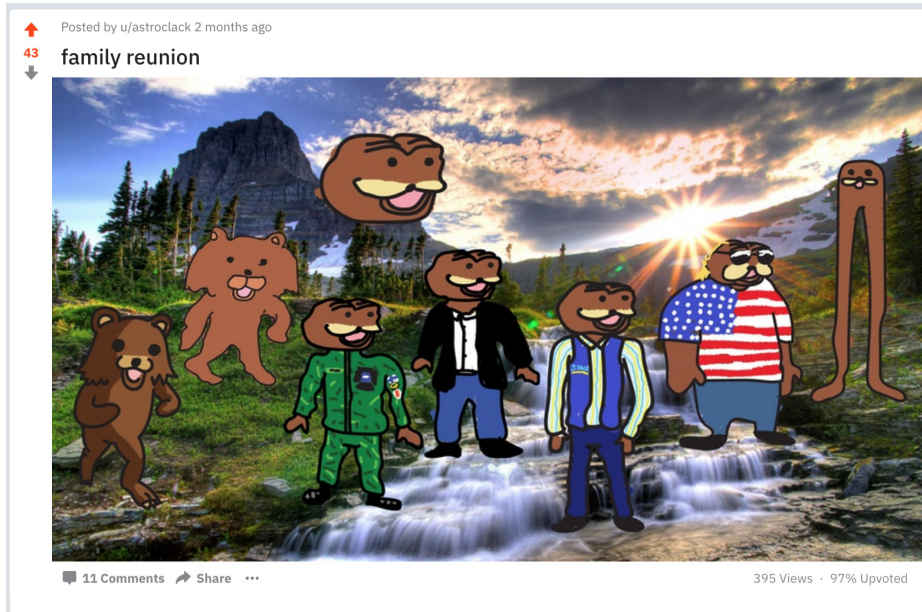
**Polyducks** Oggi alle 14:09

@Seong brb making an exploitable so this can become canon

1

done





Board thread on Reddit

**astroclack** family reunion [img] / **UberJonez** Whats with the extra spurdos? / **astroclack** you mean too much spurdos are there? it's about [link]the whole genealogical three / **UberJonez** I see, I always though Spudros Militarius, Padagogius and Laudatur as "regular" Spurdo. / **astroclack** and you were also right because these three Spurdo existed only in 1 thread which was the original thread whre Spurdo was generated from Pedo Bear. / **dezzear** Hwere is gondolas lesser known cousin, dinghy / **astroclack** >dinghy i forund him! Not quite sure about the colors tho... [link]Now they are all together. / **imguralbumbot** Hi, I'm a bot for linking direct images of albums with only 1 image <https://i.imgur.com/f9YJjIX.jpg> / **dezzear** Nice! / **astroclack** out of my curiosity, how did you found about dinghy? i've posted a dinghy draw on Gondola's Discord today and quite nobody knew him but everybody was excited to discover his existence. / **deezear** im pretty sure he was from

an older fourchan post. / **astroclack** lol wow I do not know anything about dinghy, can you maybe please link me something? I've tried to look for him but I'm not finding anything- [...]

**astroclack** Important News We have built an image board called [link]4ducks. The board is meant to include original content meme characters and draw threads only, and it will be up for 2 months. 4ducks has a constant back up system on an independent and self-produced server, to archive all the preciousness. Join if you dig it! <http://4ducks.clusterduck.space/board/4ducks> / **SkeumorphProd** there is [a lot] (<https://ii.yuki.la/3/d0/5c0b006d8a258b6d38f2a3b6e00ff-62b55324030e9245b81fa129c9c425bed03.jpg>) to say about meme characters / **dezzear** graph might be a little outdated, no tard wojack's or dinghys, even gondola variants / **astroclack** It would be nice to update the graph, or to make a just gondola graph with all the variants / **SkeumorphProd** gondola variants uhm interesting, what do you mean with gondola variants? / **Bobo\_bobbins** judgemental looking baby over on the left / **peterpoe** woah





## /gd/ - Graphic Design

[Post a Reply]

05/04/17 New trial board added: [/bant/ - International/Random](#)

10/04/16 New board for 4chan Pass users: [/vip/ - Very Important Posts](#)

06/20/16 New 4chan Banner Contest with a chance to win a 4chan Pass! See [the contest page](#) for details.

[Hide] [Show All]

[Return] [Catalog] [Bottom] [Update] [ Auto]

File: [gioconda.jpg](#) (417 KB, 1389x1389)



**A Magic Room to Draw in Multiplayer Anonymous** 06/30/18(Sat)18:49:13 No.345217 ▶

<http://superinternet.space/room/greencube>

This is a 360° room where you can draw together with the whole internet potentially.

>>  **Anonymous** 07/01/18(Sun)01:54:56 No.345238 ▶ [>>345415](#)

saved my day anon  
luv yu

>>  **Anonymous** 07/03/18(Tue)12:10:33 No.345415 ▶

[>>345238](#)  
luv yu too


File: [sssss.jpg](#) (817 KB, 1280x826)



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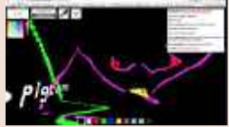
>>

>> **Anonymous** (ID: [lpMhJD5m](#))  06/30/18(Sa  
File: [Screen Shot 2018-06-30 at\(...\).png](#) (356 KB,



>>5686710  
totally not a virus, thi

>> **Anonymous** (ID: [lpMhJD5m](#))  06/30/18(Sa  
File: [Screen Shot 2018-06-30 at\(...\).png](#) (384 KB,




>>5686804 (You)  
room from a different  
use to be cooler befo

4chan thread about superinternet event

[[sssss.jpg](#)] 360 degree multiplayer room **Anonymous** (5686674)  
<http://superinternet.space/room/greencube> This is a 360° room  
where you can draw together with the whole internet potentially. /  
**Anonymous** (5686704) viruse dont click / **Anonymous** (5686710)  
>>5686704 confirmed virus / **Anonymous** (5686804) [Screen Shot  
2018-06-30 at(...).png] >>5686710 totally not a virus, this is the room ri-  
ght now / **Anonymous** (5686832) [Screen Shot 2018-06-30 at(...).png]

>>5686804 room from a different pov. shit you know we had a lot of fun  
in this room yesterday, I wonder why /bant/ has to be so lame, it use to  
be cooler before. / **Anonymous** (5686844) >>5686674 ps: the room  
doesn't work from an old pc because is made on WebGL. / **Anonymous**  
(5687003) [Screen Shot 2018-06-30 at(...).png] >>5686674 / **Anony-**  
**ymous** (5687267) [1526138990172.jpg] / **Anonymous** (5687463) vi-  
rus is what a virust want to be / **Bumstead** (5687478) >>5686674  
Whoa that's pretty rad. / **Anonymous** (5687540) bump / **Anonymous**  
(5687543) this is amaaaaazing / **Anonymous** (5687553) >>5686674  
It has potential but it's too easy for trolls to take advantage of and erase  
everything. It needs sign-ups or something to prevent that. / **Anony-**  
**ymous** (5687633) >>5687553 dont be a pussy / **DuckTits** (5687669)  
Which color do you anons want the room to be? / **Anonymous**  
(5687678) Looks like some epic trolls have joined xd / **Anonymous**  
(5687873) [1516831464679.jpg] who's the edgy meanie that keep rui-  
ning my religious symbols / **Anonymous** (5688231) >>5686674 i will  
reveal you a secret: we are recording a 360 timelapse of everything that  
happens inside the room. / **Anonymous** (5688768) >>5688672 well  
there's no space left for drawing anything else now and it'd fell bad to  
erase everything / **Anonymous** (5688828) >>5688768 you can chan-  
ge room than <http://superinternet.space/>

**Anonymous** (ID: [92Xp2YHR](#))  06/30/18(Sat)22:02:57 No.5687873 ▶  
File: [1516831464679.jpg](#) (270 KB, 662x555)



who's the edgy meanie that keeps ruining  
my religious symbols

# CREDITS

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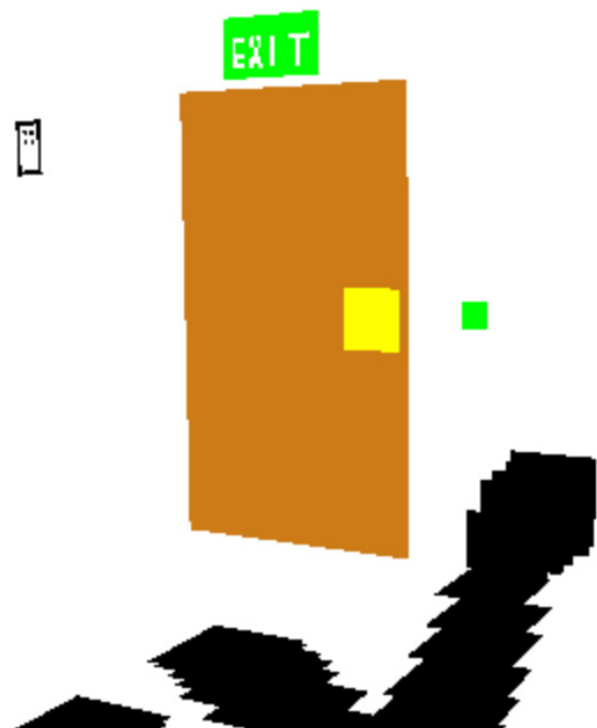
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Lou Hardt, Kassel

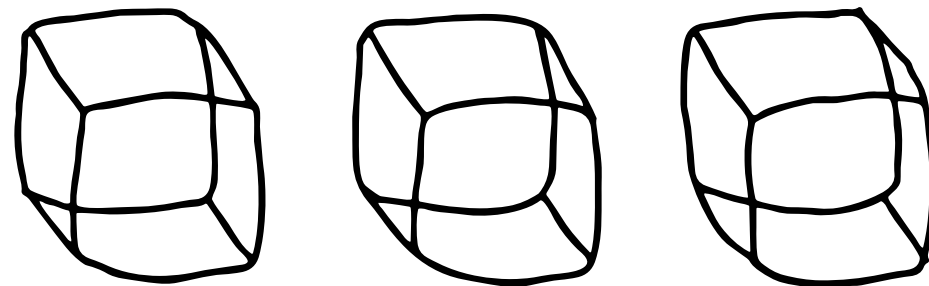
Valerio Martelli, Roma



And Many Unknown.







<http://greencube.gallery>  
[info@greencube.gallery](mailto:info@greencube.gallery)

Green Cube Gallery is a nomadic online/offline exhibition space run by Guido Segni and Matias Ezequiel Reyes. It aims to flow in and out the digital screen in order to stress the limits and the relationship between virtual and real.

In the end art is not a collection of objects, it is a collection of events and states. Like states of matter, URL and IRL aren't opposite but just two distinct forms in which matter can exist under different conditions.

*Green Cube Gallery è uno spazio espositivo nomade online/offline diretto da Guido Segni e Matias Ezequiel Reyes. Il progetto mira a fluire dentro e fuori lo schermo digitale in modo da mettere in discussione i limiti e il rapporto tra virtuale e reale.*

*L'arte non è una collezione di oggetti, è una raccolta di eventi e stati. Come gli stati della materia, URL e IRL non sono opposti ma solo due forme distinte in cui la materia può esistere in condizioni diverse.*

