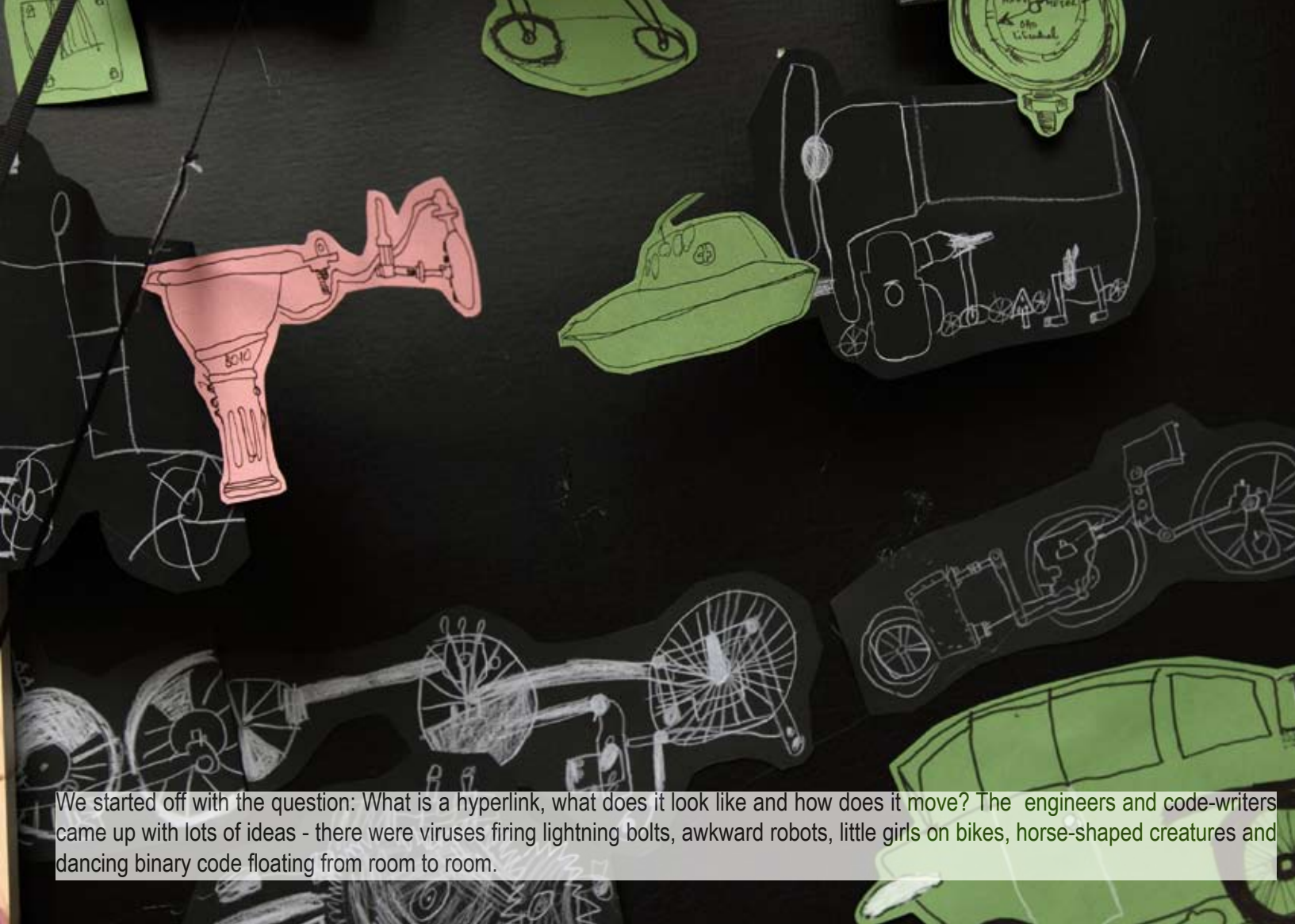
gooeyTEAM_
Der Hyperlink Generator

On the 13th October 2012, an unusual looking and very interactive vehicle took to the streets of Berlin. Contained within was the 'Hyperlink Generator', a three-dimensional, mechanical vision of what an Internet search engine might look like, were it a physical entity. The Hyperlink Generator was designed and made by a group of twelve children (the engineers and code-writers) and gooeyTEAM.

Hyperlinks (and the Internet in general) can take us places we never expected and often didn't intend to go to. When searching for something online, we can end up on a seemingly endless travel with no particular destination. The following pages document the beginning, middle and end of a similar journey, the difference being that this journey had a very particular result…



We started off with the question: What is a hyperlink, what does it look like and how does it move? The engineers and code-writers came up with lots of ideas - there were viruses firing lightning bolts, awkward robots, little girls on bikes, horse-shaped creatures and dancing binary code floating from room to room.

How might a hyperlink get from A to B? Rube Goldberg was an inventor and cartoonist from America. He came up with lots of crazy ideas for complicated machines and this was one of the things we looked at in the workshop to inspire our Hyperlink Generator. Another inspiration was domino tumbling…

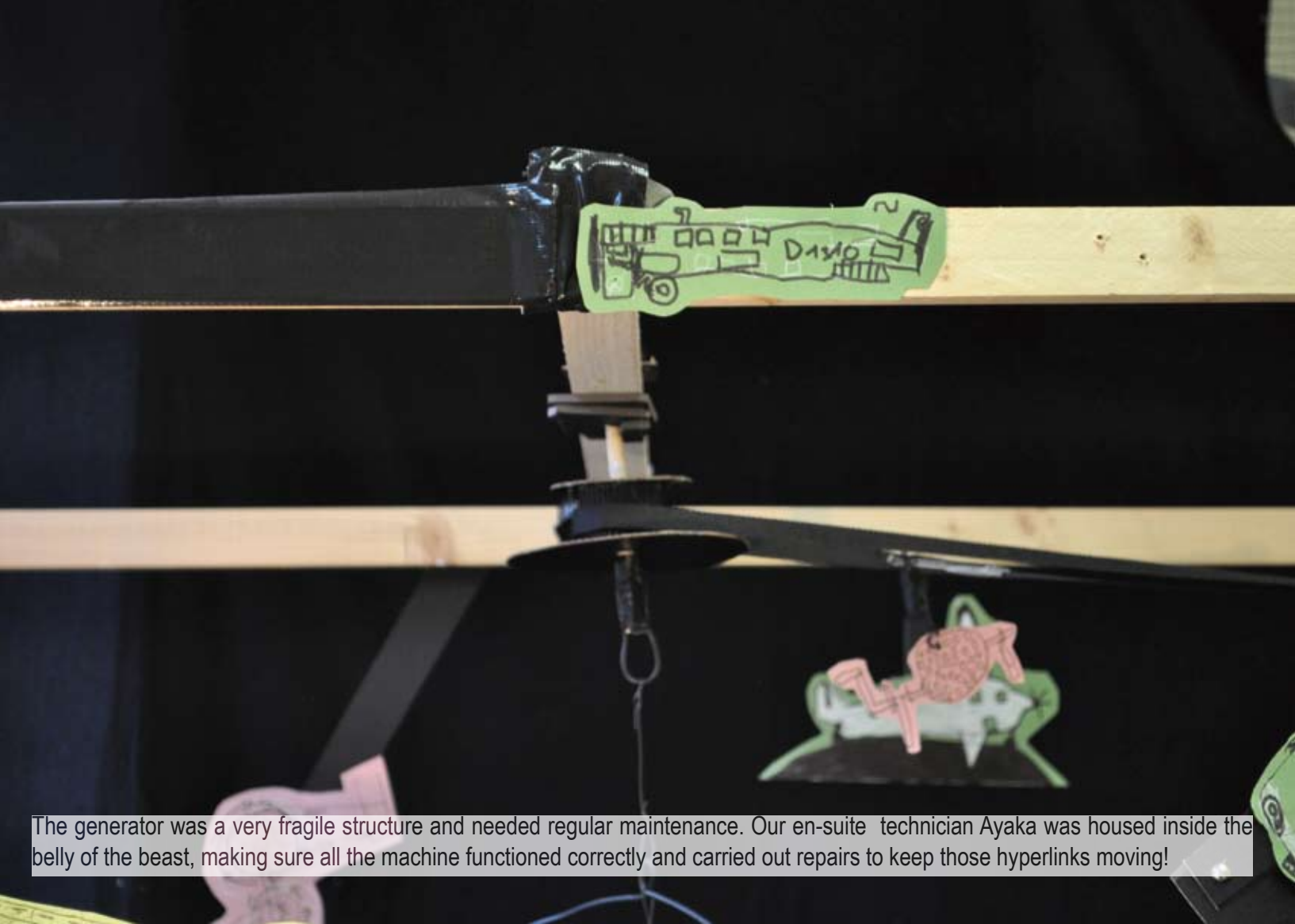
We spent a week in Deutsche Technik Museum in Berlin. The museum became our content generator and the exhibits the inspiration for the internal organs of the machine. It was there we collected knowledge, learning about axels, track alignment, parallel motion, cogs and winding devices, locomotion, transportation vehicles and sails, wind-power and air pressure. All essential information for our engineers - it became our blueprint for the machine we were going to build…

DINGE IM WASSER
DINGE MIT RÄDER

Fragments of machines, vehicles and other assorted items returned home with us to the Jugendkunstschule where we began to sort out all the pieces of information we had collected.

DER HYPERLINK GENERATOR

After some pidgin physics, cutting, pasting, hammering and elbow grease, the Hyperlink Generator was finally ready to go!



The generator was a very fragile structure and needed regular maintenance. Our en-suite technician Ayaka was housed inside the belly of the beast, making sure all the machine functioned correctly and carried out repairs to keep those hyperlinks moving!

The Hyperlink Generator fully embraces the open-source philosophy! That means that everyone has access to view the code, or in this case, the mechanics and operation...via peep-holes in the side of the machine!

Raed
Emre

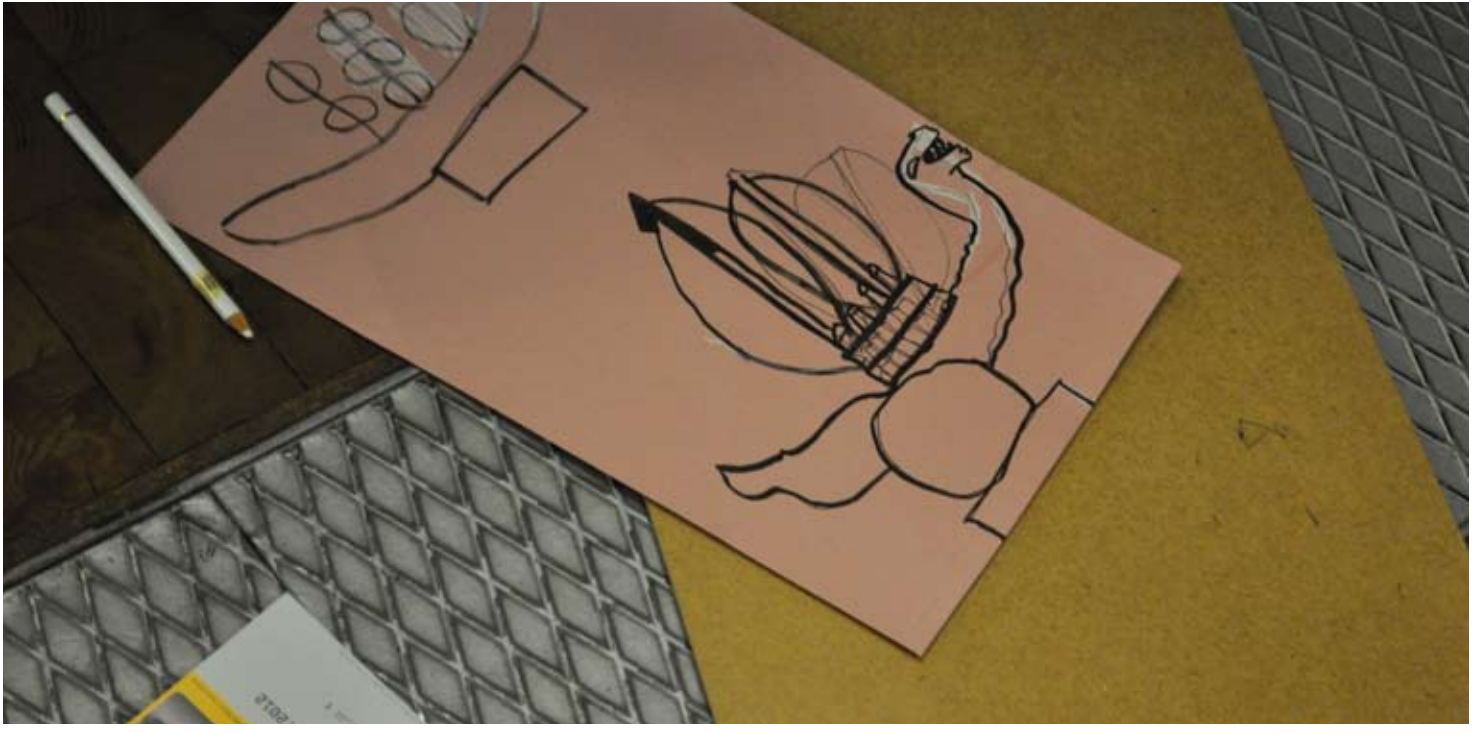
Viruses, bots (and boats!) appeared in the generator's make-up. No search-engine is complete without a wild-goose-chase (or two) along the way!

K J L Q T Z I Y P
1 2 3 4 5 6 7 8 9 0
2A 1F
A S D E F G H O R
RAED@RAED.com
1B 1N
C U W B M N V X
300,50£

The Hyperlink Generator offered visitors a chance to enter a word via the EEDKA keypad (patent-pending), after which they could watch as the word was processed in the innermost being of the machine and handed out again via the letterbox in the form of a visual (hyperlink) ‘result’.

The machine was not only functional - it was also a thing of beauty. At night, the interior workings were lit up through the outer layer (the skin), resembling a shadow theatre. As the cogs moved, the paper parts would scritch and scratch, felt belts would rotate and make noises resembling an animal slowly waking up from its winter slumber. A truly poetic vision of search engines for all to behold!

POSTAUSGANG
HYPERLINK GENERATOR



gooeyTEAM (Catriona Shaw & Malve Lippmann) have been addressing the flattened world of screen-based technologies since 2009. Working collaboratively they translate aspects of human-computer interaction and two-dimensional interfaces into multidisciplinary 3D performative and interactive installations. ***gooeyTEAM***'s projects have been presented at various symposia and arts venues across Europe.

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