

As new technologies come into play, people become less and less convinced of the importance of self expression. Teamwork succeeds private effort.

--Marshall McLuhan

Despite these words, the true nature of collaborative culture as a form of creative expression in the context of digital and network technologies has remained elusive, a buzzword often falling prey to corporate and ideological interests. This book was collaboratively written by six authors, as an experimental five day Book Sprint in January 2010. Developed under the aegis of transmediale.10, this third publication in the festival's parcours series resulted in the initiation of a new vocabulary on the forms, media and goals of collaborative practice.

In June 2010, the book was rewritten as a part of the Re:Group exhibition at Eyebeam, NY. This second edition invited three new authors to challenge the free culture sentiment underlying the original writing. The result is a deliberately multi-voiced tone pondering the merits and shortcomings of this new emerging ideology.

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