# Jodi.org

Art and technology have always been intertwined. Technology not only provides inspiration for art but also brings new creative tools and means of expression for artists. With the aid of new technologies and materials, artists can continuously push the boundaries of tradition and explore innovative artistic forms. In today's internet era, computers have become a primary means of communication, and the internet has not only profoundly influenced our daily lives and social relationships but also shaped and transformed artistic expression. As technology advances, the boundaries of art continue to expand, displaying increasingly diverse and interactive characteristics.

Network art emerged against this backdrop. It originated in the 1990s when artists discovered that the internet was a medium for spreading art without political, social, or cultural constraints, making it inherently disruptive. In 1994, Joan Heemskerk and Dirk Paesmans formed the art group Jodi, becoming pioneers in the exploration of network art. Their most renowned works focus on the destructive and experimental transformation of digital technologies such as computer interfaces, webpage code, and video games. They often use code errors, data chaos, and hacking techniques to make viewers reconsider how technology operates. Their website, JODI.org, is one of their representative works, filled with chaotic HTML code, meaningless symbols, and intentionally broken webpage structures. These works not only challenge our normal use of computers and the internet but also highlight the potential instability of technology and critique issues such as technological control over users.

Among Jodi's many works, the most representative is www.jodi.org. This website is not only a classic example of Jodi's work but also a landmark experiment in network art history. On the surface, it appears to be a disordered page composed of garbled text, random symbols, and chaotic HTML code. However, in reality, it is a meticulously designed artwork intended to challenge viewers' perceptions and expectations of the internet. When users enter www.jodi.org, they do not see a conventional website structure. Instead, they are overwhelmed by flashing screens, fragmented characters, constantly jumping pages, and unpredictable streams of code. This chaotic visual experience confuses users, making them think the website has encountered a severe technical failure. However, this "failure" is an intentional artistic strategy by Jodi.
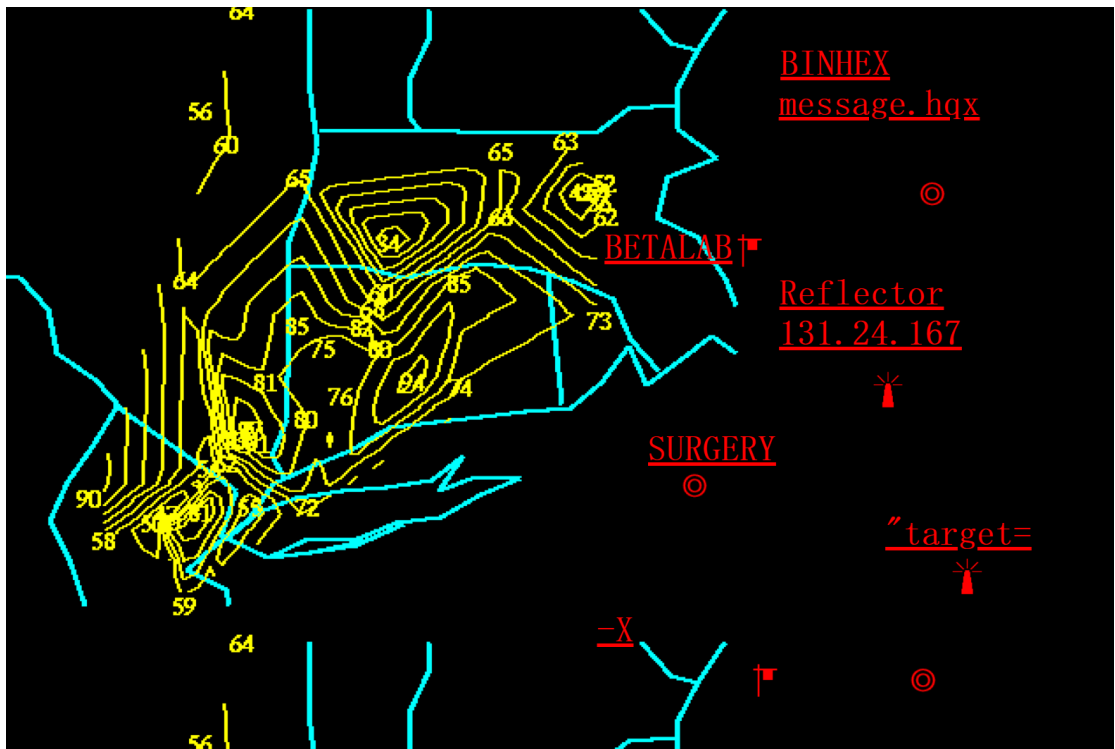
Jodi adopts the technique of "glitch art," transforming computer errors and a sense of loss of control into artistic expression. Through this work, they explore the fundamental nature of the internet— a digital space constructed from code, constantly changing, and unpredictable. By deliberately subverting conventional website logic, they prevent users from navigating content in expected ways, making viewers realize that the everyday web is not a naturally ordered space but a human-constructed system of rules. This is why www.jodi.org stands out among Jodi's works. It is not only a deconstruction of digital world order but also a profound reflection on technological dependence, prompting viewers to consider who truly controls everything in the digital space.

The impact of Jodi's work extends beyond the art world, influencing discussions about digital culture, cybersecurity, and media literacy. Their subversive use of technology serves as a reminder that digital environments are not neutral spaces but are constructed and maintained by individuals, institutions, and corporations with specific interests and agendas. By breaking the illusion of seamless technological experiences, Jodi challenges us to rethink our engagement with digital media, urging us to remain critical, questioning, and actively aware of the structures that govern the virtual world. In this way, their work continues to provoke thought and inspire new generations of artists, technologists, and thinkers to engage with the complex interplay between technology and artistic expression.