

# The Morning Download: Blockchain Art Exhibits Reflect Tech's Growing Role in Culture

By STEVE ROSENBUSH

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Blockchain Risk Board Game Prototype by Simon Denny *PHOTO: JOERG VON BRUCHHAUSEN*

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Good morning. Blockchain technology has barely started to enter the market in a significant way, and yet it has captured the imagination with its power to alter the way people think about everything from markets to statehood. Those intrigued by distributed online ledgers and their capacity to eliminate intermediaries and middle layers should know about two new art exhibits—one in New York City, the other in Berlin—dedicated to blockchain. Artist Simon Denny, the provocateur behind both shows, tells CIO Journal's Steven Norton that he hopes the shows can help audiences look beyond digital coins or lines of code and address broader questions about how technology shapes the future of societies. (See our CIO Explainer: What is Blockchain?)

“Opening Thursday at New York’s Petzel Gallery, ‘Blockchain Future States’ looks at competing views about how the technology should evolve. Large cutout images of the leaders of three leading blockchain companies—Digital Asset Holdings LLC, 21 Inc. and Ethereum—stand near globe-like structures meant to highlight how new currency systems could challenge traditional forms of statehood,” Mr. Norton writes. “A Risk board for each firm lays out the company’s strategy to create a new world order. A similar installation, ‘Blockchain Visionaries,’ is at the Berlin Biennale until Sept. 18.”

Is your company worthy of an exhibit in a museum? It’s an unconventional benchmark, but perhaps a useful way to gauge its ambition and impact.

**Amid the iPhone hoopla, an Apple bet on collaboration.** **Apple Inc.** announced Wednesday that it will upgrade its iWorks productivity apps with real-time collaboration capabilities, helping them compete with rival platforms from **Alphabet's** Google and **Microsoft**. While the overhaul of iWorks may not be the most exciting news of the day (see below), it does have significance, especially if one uses a mobile device for something more intensive than rattling off a brief social media update or taking a quick photo.

## TECHNOLOGY NEWS

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Apple Inc. CEO Tim Cook (L) shows dancer Maddie Ziegler (R) a new iPhone during a product demonstration at Bill Graham Civic Auditorium in San Francisco, Calif., on September 07, 2016. *JOSH EDELSON/AGENCE FRANCE-PRESSE/GETTY IMAGES*

**Apple #courage.** Yes, Apple's iPhone 7 boasts a new A10 Fusion processor, better battery life, more storage and a more powerful camera—with the 'Plus' version including a new telephoto lens for optical zoom. It is also dust and water resistant. But the new ear buds, dubbed AirPods, earned the most coverage. Apple executive Phil Schiller Wednesday said it took "courage" for the company to drop the headphone jack. But it will take "cash" on the user's part for the opportunity to hang the stick-like appendages from their ear holes. AirPods will be sold separately at \$159 for the pair, the company said.

**Dell closes \$60 billion merger with EMC.** Employing about 140,000 people globally, **Dell Technologies** will aim to be a one-stop shop for information technology sold to business, the Journal's Rachael King reports. The new company will maintain operations in Hopkinton, Mass., where EMC was located.

**Daimler to work with Matternet on delivery drones.** **Daimler AG**, recognizing the potential for faster and more efficient parcel delivery amid increasing urbanization, said it will work with startup **Matternet** to develop drones for a new fleet of electric, networked delivery vans, the WSJ's Sarah Sloat and Ilka Kopplin report. According to Daimler, a drone could deliver light packages within short distances of the vehicle. A drone also could take packages to buildings with appropriate landing pads, while the driver delivers heavier packages to locations a drone couldn't access. Daimler van customers include **FedEx**, **Deutsche Post DHL** and Germany's **Hermes Group**, among others.

**Microsoft offers wide range of cloud services from UK datacenters.** Britain may be Brexiting, but **Microsoft Corp.** is taking measures to make sure that the nation is not

completely isolated. A new Microsoft service will let customers across a number of sectors, from banking to utilities, run their operations over the Internet, Reuters reports. Previously, Microsoft's cloud customers there relied on European data centers in Ireland or on the continent. The U.K. is the world's second largest market for cloud-based software.

**Intel poised to sell McAfee stake. Intel Corp.** is nearing the sale of a majority stake in its McAfee unit to private-equity firm TPG, the Journal's Dana Mattioli and Matt Jarzmensky report. Intel bought McAfee in 2011 in a \$7.7 billion deal as the chip giant sought to diversify, but the continuing PC decline has forced the chip maker to focus on growth areas such as computers for data centers and the Internet of Things.

**HP finally drops Autonomy. Hewlett Packard Enterprise Inc.** plans to spin off and merge its software operations with Britain's **Micro Focus International PLC** in an \$8.8 billion deal as the Silicon Valley giant continues to narrow its business focus, the WSJ's Don Clark reports. The operations to be spun off include the former operations of **Autonomy Corp.**, a British software maker acquired in 2011 for \$11 billion in a deal widely regarded as a mistake.

## **EVERYTHING ELSE YOU NEED TO KNOW**

Wages are expected to rise amid scramble for holiday workers as retailers and delivery firms plan to hire earlier than usual and pay more. (WSJ)

American gasoline consumption set a new record this summer, buying 406 million gallons per day, on average, in June and surpassing a prerecession peak set in 2007. (WSJ)

Ranks of the 'unbanked' declined to 7% of Americans, a trend expected to support consumer spending and housing growth in the coming years, the FDIC says. (WSJ)

John Malone's Liberty Media Corp. to buy Formula One in a deal that values the auto-racing franchise at \$4.4 billion. (WSJ)

*Tom Loftus and Kim Nash contributed to this article. The Morning Download comes from the editors of CIO Journal and cues up the most important news in business technology every weekday morning. Send us your tips, compliments and complaints. You can get The Morning Download emailed to you each weekday morning by clicking <http://on.wsj.com/TheMorningDownloadSignup>.*

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