1 Could you describe your mission statement as a e-publisher?

We started publishing emerging digital slangs and digital conceptual writing as a club of people and friends in 2010. Except for Ghostwriters and our ongoing research in Piracy, we try to make Products, not Projects. The initial idea was to freeze output from that ongoing stream of inventions going on in digital poetry.

2 Do you see e-publishing as different in nature/content (by opposition to solely form or medium) from traditional publishing? In short could you/would you publish your ebooks in paper form and if not why? How does the digital medium impact the narrative and aesthetics?

All of our single titles are physical because we very much prefer objects. Most of our books are out of print and in good hands. e-publishing only matters to us as business if it comes in massive amount like a Torrent of 43.000 Advertising-Contaminated German Book Bestsellers at once, which we released as 'Literary Trojan Horse' in 2013 through different Torrent engines. The torrent quickly became very popular and users probably still do not know they read branded content in that particular Trash Bestseller (if they read it at all). There are a lot of questions in here.

3 Could you explain in one simple sentence what your Kindle'voke Ghost Writers was all about? How did it work (pleas keep it simple!)

The Youtube Slang together with 4Chan is among the most hilarious, strong and memetical driven language known to us, so far. Bernhard Bauch built a machine to harvest as much as possible of it, put it in structures of classical drama and automatically upload it to the Kindle-Direct-Publishing Platform.

4 Where did the original impulse came from? What inspired you?Justin Bieber?

The Problems Amazon had with Spam titles - slightly modified contents from the web - in 2011 and any Hater Flamewars on Popular Youtube Videos.

It's often Haters who make Videos or People popular, not Likers.

5 You described the result - books composed of a randomly aggregated, bots-generated comments from Youtube videos - as a form of "digital Esperanto" ... Do you mean it in a utopian or dystopian way?

Digital Esperanto is meant to be a Insider Language which evolves from computational communication mechanisms, picked up as mainstream typed or even spoken language.

6 Why did you use Video comments -- and not tweets or facebook posts for example?

Because they are less personal or not personal at all. Just memetical driven rhetoric, repeated over and over, sharpened that way for general use.

7 Is it ultimately a form of criticism or worship of user-genrated content?

No criticism. Technically, to exploit Amazon KDP which was very easy back then. Also to show up the power and strenght of ePubs in true massive amounts as a modern, digital facette: Quantity as quality, Mass as Success.

8 Is it a criticism of e-literature - as mimicking today's enldes flux of information and contents exchanged through instant, bite-sized communication?

No criticism. To test Amazon's reaction in terms of quality and in which ways they react to an Invasion of titles which - theoretically - could take over every single category of their whole system just by pure amount.

9 Where does litterature stand here?

Literature is a romantical term from the old world and probably deprecated. Ghostwriters marks an end of human produced literature as a consistent concept.

10 Do you see yourself as giving birth to a new literary genre? Or is it performance art, a form of critical agit prop?

Most of us come from the Arts. We are an ARTCLUB. As opposed to traditional Arts, in digital semiotics many radical positions still are open, almost everything is new and modern. That's why we love it and use it.

11 Was getting kicked off of Amazon part of the concept - or only a side-effect / a collateral success?

It was human error. After i accidentally logged in with my home IP, multiple accounts - which amazon explicitly does not allow to be used - were the reason for deletion not only of all titles but also all of the accounts. If they would not have found out those relations and even if they deleted titles all day many still would be, newly come up very fast and nonstop, from many directions, as we also very much cared for bot detection in form, structure and meta data. Amazon invests a lot in detecting such stuff.

12 What's next`-what are you currently working on?

We still exploit and research innovative technical piracy mechanisms of distribution and are interested in cutting edge print techniques for even more objects and products. Print is not dead at all these days it has a high time like never before in history (don't think paper here). Our main goal from the beginning was to create Hybrid Books (of which we released one in 2010 and one in 2013) and will release a new one this year which will work even more as a functional digital Object instead of a Book, as we knew it.

13 Do you read paper books? Do you believe they will/should still exist?

do they fulfill a different goal?

Our position should be clear here.

14 Your favorite ebook?

I use ePub a lot but apart from the information they carry i care about them as much about them as i care about mp3. Do you have a favourite mp3?

15 Your favourite paper/hardback book?

The red Rainald Goetz Books from around 2000 are among my faves in Form, Structure, Content, Seriality and as Objects/Products: RAVE, JEFF KOONS and DESKONPIRATIONE.

16 Recommend one of your own favourite titles...

Surf's Up (2010) by Audun Mortensen is an all time fave and, of course, after American Psycho by Mimi Cabell and Jason Huff (2012) there was not much to add anymore in conceptual writing from our side. American Psycho is 100% perfect on all levels. We also stopped considering us as 'Book-Publishers' after that. We prefer 'Counter-Publishing' or 'Relational-Publishing'.