

CREATIVE COMMONS AND NEGATIVLAND BEGIN WORK ON FREE SAMPLING AND COLLAGE LICENSE

The Silicon Valley Nonprofit Also Rolls Out New Model for Community Participation

Palo Alto, California, USA – May 29, 2003 – Creative Commons, a nonprofit dedicated to building a layer of reasonable copyright, announced today that it would begin development of the Sampling License, a copyright tool designed to let artists encourage the creative transformation of their work, for profit or otherwise. Leading the public discussion and development of the license is Negativland, practitioners of “found sound” music as well as other forms of media manipulation.

Glenn Otis Brown, Creative Commons Executive Director, commented: “The Sampling License is among the most exciting projects we’ve taken on so far. The technology and culture of the Net already facilitate the remixing of culture. The law does not, so we’re helping it catch up by remixing copyright itself.”

When completed, the Sampling License will allow people to create collage art and “mash-ups” – as well as other art forms based on re-used materials – from licensed works. Like all of Creative Commons copyright tools, the Sampling License will be made available for free to the public from the organization’s website.

“There’s a crucial difference between bootlegging another’s work and the creative transformation of it.” Negativland said. “Collage is a technique that has an undisputed currency in virtually all art forms today. Originally, copyright was designed to prohibit the piracy or bootlegging of complete works; that was and remains a worthy goal. But copyright is now also routinely used to prohibit collage, as if it were no different from outright piracy. With Creative Commons, we’re trying to build a license that will allow copyright holders to invite transformation of their works – even for money – while preventing this sort of verbatim bootlegging.”

Negativland is Creative Commons’ first Project Lead, a role central to the organization’s new community development model. As Creative Commons identifies new projects, Project Leads will drive public discussion from the Creative Commons website.

“Creative Commons is a public laboratory for new ideas,” said Lawrence Lessig, Chairman of Creative Commons and professor of law at Stanford. “By having



<http://creativecommons.org>

Press Release

real-life practitioners like Negativland lead volunteer discussion groups, we've come up with a nice way to build on the great ideas among our supporters.”

Creative Commons will soon announce new Project Leads for an Education License, a Developing Nations License, and others. The nonprofit plans to extend the Project Leads model into technological developments as well.

More about Creative Commons

A nonprofit corporation, Creative Commons promotes the creative re-use of intellectual works – whether owned or public domain. It is sustained by the generous support of The Center for the Public Domain and the John D. and Catherine T. MacArthur Foundation. Creative Commons is based at Stanford Law School, where it shares staff, space, and inspiration with the school's Center for Internet and Society.

For general information, visit <<http://creativecommons.org>>.

To follow the progress of the Sampling License discussion group, visit <<http://creativecommons.org/discuss>>.

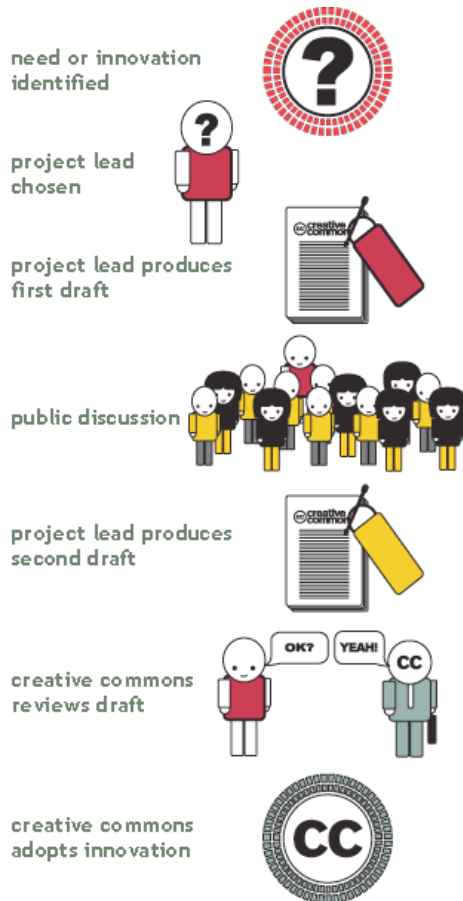
About Negativland

The experimental music and art collective known as Negativland has been recording music/audio/collage works since 1979, producing a weekly 3-hour radio show (“Over The Edge”) since 1981, hosting a World Wide Web site since 1995, and performing live on occasional tours throughout America and Europe. They have released 15 CDs, one video and one book (*Fair Use: The Story Of The Letter U And The Numeral 2*) since 1980.

Negativland's particular musical practice incorporates found sounds and musical samples into their collage compositions. This contemporary interest in collage (a hallmark of 20th Century art of all kinds) stems in part from fact that art and commerce have now merged to a degree where corporations finance, groom, direct, filter, manufacture and distribute almost everything we know of as “culture.” This inevitably uncomfortable partnership of art and commerce to produce “mass culture” means that art is no longer an independent creation. It is now instigated, owned, operated, and promoted by administrators, subsumed by demographic targeting, and subjected to economically inspired “guidelines” for creation.

For more information, visit <<http://negativland.com>>.

More About the Project Leads Model:



More details available at <<http://creativecommons.org/discuss>>.

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