

The BLAM! Boys

"The rhetoric surrounding all this interactive bullshit is that it is going to be democratic, empowering the user, giving you options, blah, blah, blah," says Keith Seward. "Really boring. We think, au contraire, that it is all about manipulation and coercion."

The 27-year-old Seward (left in photo) and his creative partner, Eric Swenson, 25, met while both were undergraduates at NYU. Swenson is now a graduate student in NYU's Interactive Telecommunications Program; Seward teaches philosophy at NYU's School of Continuing Education—trying, for example, to get Polish immigrants to look at Marxism as a theoretical concept. By night, though, they are Necro Enema Amalgamated, the creators of BLAM!, a new CD-ROM magazine. BLAM! is the embodiment of the pair's taste for the tasteless, filled with Boys' Own intellectual gothic smut: a text by Georges Bataille, the Ivy Leaguers' current pornographer of choice; an interview with the

grandmother of punk, Lydia Lunch; and remarkably, only one Nietzsche reference. The pair, Seward is fond of saying, "want to do for the age of information what the Marquis de Sade did for the ideals of the Enlightenment—parodying them by pushing them to extremes." They want to make an interactive snuff film, for example. ("Between friends," sniggers Swenson. "It's faux-snuff.")

Bedroom anarchists dreaming of world domination they may be, but nonetheless tremendously serious. "I think digital media is, like, dumb for the most part," says Seward. "You see all these interactive products where you can search for every instance of the word buttfuck in Alice in Wonderland. They give you all those choices, but you don't want any of those choices.

"We, on the other hand, are not going to fucking sit back and spread our legs and beg you to push our buttons. We are going to kick your ass and push your buttons."

