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Memo to: Alan Kay
Subject: Art Kleiner--Whole Earth On-Line
Date: 3/24/83
From: Brenda Laurel

Art Kleiner was here to talk with some of us for the second time on 3/10. He was able to sit in on part of Susan's meeting about the Kepes disc, and then a few of us stayed around to help him grok our "electronic community" project.

One interesting piece of news is that Stewart wants to publish a "Whole Earth Catalog of Software" in the coming months. Art expressed their desire to work with us on this, and Art and Sally will probably be having some future conversations on the subject. Stewart had also asked Art to make it clear to us that he is extremely interested in getting the Whole Earth Catalog on-line. They would like very much to do that in conjunction with Atari, and the only other folks they have talked to are the wildmen at Xanadu--Art and Stewart are aware that the likelihood of real outcomes from Nelson's gang is small.

In all of our interactions with Art, it has become clear to me that ASR is not really interested in making the implementation of an on-line WEC a priority. I explained this to Art in terms of the specific charter of ASR, and expressed our hope that he and Stewart would participate as consultants in the EC project. I also suggested that there might be another home within Research or somewhere else in Atari for the WEC on-line project. It would be a shame for us as a company to let it go. To this end, I promised Art that I would bring the opportunity to your attention and see if you had some suggestions as to who inside Atari might want to get involved.

Art will be in NYC for the next four months working on a book about the magazine business, but he and/or Stewart can come and visit us during that time if there is some serious interest in collaborating on the project. Please advise!!!

I would also like to suggest that we bring Art on as a part-time consultant for the EC project when he returns late this summer. He is especially interested in working with me on the "poetics/interactive drama" portion of the project, and I feel that his collaboration would be extremely valuable.

Again, please let me know what the next steps should/might be regarding the on-line Whole Earth Catalog.