

**I GET EXCITED EVERY TIME THE INTERNET ANNOUNCES ITS
REINVENTION. POETRY *DOES* NEED A BLOCKCHAIN. ORANGE JUICE
/S DUE FOR A REFRESH. THE REBRANDING OF THE INTERNET NEEDS
A GOOD FONT AND I *LOVE* A GOOD FONT. GRAPHIC DESIGN AND THE
MANAGEMENT OF AFFECT ARE BOTH MY PASSIONS. DON'T GET TOO
EXCITED ABOUT THE FUTURE; TOO MANY OLD THINGS WERE BUILT
TO LAST.**

**COMMIT TO VIEWING THE WORLD FROM INSIDE YOUR BODY.
RECOGNIZING YOURSELF ACUTELY IN THE IMAGE INTERRUPTS THE
PROCESS OF SEEING YOURSELF EVERYWHERE. MAKE YOUR WORLD
SMALL AND ALL THE TECHNOLOGY AND ITS PEDANTIC LANGUAGE
DISAPPEARS. YOU'RE DEAD WHEN THE ELECTRICAL IMPULSES LEAVE
YOUR BODY. THAT FEELING HAS TO PASS THROUGH A BUNCH OF
MIRRORS BEFORE IT CAN REACH YOU.**

**MUSICIANS WERE PRIMED FOR THIS DYNAMIC. THE GEARS OF THE
CREATOR ECONOMY HAD ALREADY REACHED INTO THE MOST
PERSONAL PARTS OF OUR PRACTICES AND AUCTIONED THEM OFF AS
CONTENT. BY THE TIME STREAMING ANNOUNCED THAT OUR
OUTPUTS WERE WORTHLESS AND THE ATTENTION ECONOMY HAD
STRIPMINED OUR AURAS, SELLING EVERYTHING ELSE FOR PENNIES
SEEMED LIKE A SIMPLE AND REASONABLE BRANDING EXERCISE.
HOW LUCKY WE ARE THAT ANYTHING COULD BE CONSIDERED
VALUABLE ON THE INTERNET. WHAT A MIRACLE THAT ANY PART OF
US SURVIVED CROSSING THE DIGITAL THRESHOLD. I LOOKED AT THE
TOOLS FOR SEPARATING OURSELVES FROM OUR BODIES AND
TREMBLED.**

**I AM A FAN OF GOD
AND ALL I MAKE IS FAN ART**

“‘ART’ & ‘CONTENT’ ARE BOTH INTERPRETIVE FRAMEWORKS, AND MUSIC IS NOT ‘ART’ UNLESS WE CHOOSE TO ENGAGE WITH IT AS SUCH. THIS IS NOT ALWAYS AN EASY CHOICE, SINCE EXPERIENCING MUSIC AS ART MEANS MAKING OURSELVES VULNERABLE TO IT. WE GRANT ART ACCESS TO MEMORIES AND EMOTIONS THAT MIGHT BE UPSETTING, INCONVENIENT OR DISRUPTIVE.”

-ART VS. CONTENT BY MATT LEMAY

“THE ROLE OF ARTISTS IS TO BREAK THE MEMETIC UNIVERSES OF THESE PLATFORMS... AND BRING THEM INTO COLLECTIVE CONTROL... APPARATUS WERE INVENTED TO FUNCTION AUTOMATICALLY... THE HUMAN BEING WOULD BE RULED OUT... THIS RIGID AND UNINTENTIONAL FUNCTIONALITY, AUTOMATICITY, IS WHAT NEEDS TO BE MADE THE OBJECT OF CRITICISM.”

-TOWARDS A PHILOSOPHY OF PHOTOGRAPHY BY VILEM FLUSSER

VENTURE CAPITALISTS MUST BECOME ARBITERS OF TASTE. FOUNDERS MUST BECOME TASTEMAKERS. THE PROFESSIONAL MANAGERIAL CLASS MUST BECOME POST INTERNET ARTISTS. NFT COLLECTIONS MUST COLLABORATE WITH BALENCIAGA TO STAY RELEVANT. EREHWON MUST COLLABORATE WITH KEITH MCNALLY TO INFILTRATE THE EAST COAST. CANAL STREET MUST BECOME SAFER FOR TOURISTS. THE TENT CITIES OF KENSINGTON MUST BECOME AMERICAN NINJA WARRIOR IF MR. BEAST IS EVER GOING TO SOLVE THE OPIOID CRISIS. ERC-721 TOKENS MUST BECOME ERC-1155 TOKENS WHICH WILL BECOME ERC-20 TOKENS WHICH WILL SHORTLY SELF DESTRUCT.

THE OPPOSITE OF TASTE IS COMPUTE. JUST AS AN EXCESS OF TASTE WILL MAKE IT IMPOSSIBLE FOR YOU TO DECIDE WHERE TO HAVE DINNER, AN EXCESS OF COMPUTE WILL HELP YOU OPTIMIZE TOWARDS THE MOST EFFICIENT POSSIBLE OUTCOME IN RECORD TIME. WHEREAS TASTE HELPS US NAVIGATE TOWARDS AESTHETICALLY PLEASING OUTCOMES, COMPUTE HELPS US NAVIGATE TOWARDS EFFICIENT OUTCOMES. IF COMPUTE BENEFITS FROM AN EXCESS OF INPUTS, TASTE DEFINITIONALLY BENEFITS FROM A SELECTIVE MENU OF INPUTS. TASTE ADDS FRICTION AND COMPUTE REMOVES IT.

ONLINE MONETIZATION CURRENTLY RELIES ON HOSTILE VALUE CAPTURE; ADVERTISING, IN-APP PAYMENTS, SUBSCRIPTIONS, PAYWALLS, UPSELLS AND SHAKEDOWNS. YOU GET WHAT YOU PAY FOR.

QUALITY OF ATTENTION HAS BEEN UNQUALIFIED WHILE QUANTITY OF ATTENTION HAS BEEN OVERVALUED. POSTS AND CLICKS MEASURE IN BINARY, TOKENS AND MARKETS MEASURE IN DEPTH. WHY ARE YOU PAYING ATTENTION & WHAT IS YOUR ATTENTION BUYING?

MR. BEAST IS PRICE DISCOVERY FOR THE CIA

WOULD YOU SWITCH RELIGIONS IF YOU WERE PAID TO? WOULD YOU SWITCH FAMILIES? WOULD YOU MARRY SOMEONE YOU DESPISED FOR CAPITAL? HOW MUCH TO GO BACK INTO THE OFFICE? HOW MUCH UNTIL YOU BELIEVE IN THE TOOTH FAIRY?

A QUESTION OF BELIEF

TOKENS OFFER TO PAY BELIEVERS FOR THEIR ATTENTION. NOT IN THE ABSTRACT WAY THAT YOU ARE PAID FOR BELIEVING IN GOD, SOCIAL SECURITY OR SANTA CLAUSE. PERMISSIONLESS, TRANSPARENT, IMMEDIATE PROGRAMMATIC MONEY WILL BE SENT TO YOUR SELF-CUSTODIED ADDRESS. PROGRAMMATIC MONEY CAN MAKE US WHOLE.

IS THIS TRUE OR DOES IT FEEL GOOD? WHICH IS MORE PROFITABLE? THESE ESSAYS ARE MEME COINS. THEY HAVE MARKET CAPS. THE MEMES WILL CONTINUE UNTIL THE USE CASES IMPROVE.

THE AMOUNT OF MEDIA BEING PRODUCED AND DISTRIBUTED DIGITALLY HAS PARABOLICALLY INCREASED AND WILL CONTINUE TO DO SO. THIS BREAKS DISCOVERY AT THE POINT WHERE DIGITAL GOODS MEET THEIR MARKET. YOU CAN EASILY OBSERVE THIS WITH SPOTIFY WHERE THE POSSIBILITY OF SIMPLY BRINGING MUSIC TO MARKET AND HOPING THAT IT WILL SUCCEED ON ITS MERITS AS MEDIA HAS BECOME UNREALISTIC. CONSEQUENTLY, MUSIC SUCCEEDS BASED ON PATTERNS OF DISTRIBUTION.

I'VE BEEN TOLD THAT THE QUALITY OF MEDIA WAS ONCE A FACTOR IN DISCOVERY. THIS IS NO LONGER THE CASE IF IT EVER WAS. WE HAVE REACHED A SCALE OF PRODUCTION WHERE TASTE HAS BECOME IMPRACTICAL. THIS MAKES WAY FOR A NEW KIND OF PRODUCT; A PRODUCT WHERE THE MEDIA IS INCIDENTAL BUT THE DISTRIBUTION IS FORMATIVE. LIKE RIVERS FINDING THE OCEAN, THE MOST EASILY DISTRIBUTED GOODS WILL ACCRUE VALUE ON THAT BASIS ALONE.

THIS IS A DEFINING CHARACTERISTIC OF THE CURRENT AMERICAN PRESIDENTIAL ELECTION. IF A CANDIDATE HAD A SET OF PRINCIPLES AND SET OUT TO SOLVE PROBLEMS BASED ON QUALITIES LIKE INTEGRITY AND HONESTY, THEY WOULD BE POORLY EQUIPPED AS A CANDIDATE. THE BEST POSSIBLE CANDIDATE IS THE ONE WHO SAYS THE THING MOST DESIRED BY THEIR AUDIENCE IN ANY GIVEN MOMENT. THEIR MOST ESSENTIAL CHARACTERISTIC IS THE LIQUIDITY OF THEIR POSITION. BELIEVING IN ANYTHING HAS BECOME A LIABILITY OR A LUXURY.

MEME COINS ARE VALUABLE BECAUSE QUALITY IS NO LONGER A MEANINGFUL MARKET FACTOR AND LIQUIDITY IS EVERYTHING. PERHAPS THIS HAS ALWAYS BEEN THE CASE TO SOME EXTENT. WE ARE CURRENTLY WITNESSING THE PARABOLIC IMPORTANCE OF FLEXIBILITY AND THE DECLINING IMPORTANCE OF QUALITY. THIS IS A DIRECT CONSEQUENCE OF PORTING OURSELVES INTO THE DIGITAL. PHYSICAL CONSTRAINTS NO LONGER EXIST. WE ARE POST MEDIA SCARCITY AND IT IS TERRIBLE AND AWESOME.

THE PREMISE THAT QUALITY WAS EVER VALUABLE IS A MEANING MAKING PRISM THROUGH WHICH WE VIEW THE PAST. THERE WAS A TIME WHEN QUALITY DID NOT OBJECTIVELY EXIST. THE OPTIONS WE COULD TAKE WERE THE OPTIONS WE TOOK. LOOKING BACKWARDS, WE CAN PRETEND THAT WE OPTED FOR THE BETTER OPTION. IN REALITY, WE OPTED FOR THE MOST LIQUID OPTION. WE HAVE ALWAYS DONE THE ONLY THING WE COULD DO. IN THE FUTURE, WE CAN NO LONGER AFFORD TO PRETEND THAT OUR TASTES ARE BASED IN THE QUALITIES OF THINGS.

DEFINING IDENTITY THROUGH MEDIA CONSUMPTION WILL BE LOOKED UPON AS A QUAIN RELIC OF THE PAST. WE ARE ALREADY DISASSEMBLING THE INDUSTRIES THAT RUN ON THIS MODE OF IDENTITY FORMATION. ACTUALLY KNOWING ANYTHING ABOUT THE MUSIC YOU ARE LISTENING TO IS A HINDRANCE. KNOWLEDGE IS FRICTION BY ANOTHER NAME.

CAPS LOCK IS THE MOAT