

# “AND WHAT IS COOL...?”

## MP4 - NFT - 1/1 CONCEPTUAL CRYPTOART

ZEITWARP

MINTED ON MINTBASE.IO - JANUARY 2022

---

*“AND WHAT IS GOOD PHAEDRUS, AND WHAT IS NOT GOOD - NEED WE ASK ANYONE TO TELL US THESE THINGS?”*

SOCRATES IN “PHAEDRUS” BY PLATO

IN A CULTURE OF PLANNED OBSOLESCENCE, WHERE TECHNOLOGICAL FUTURISM & RETRO-UTOPIANISM CO-EXIST, PERHAPS AN EQUALLY INTERESTING QUESTION IS:

**“AND WHAT IS COOL...?...AND WHAT IS LANDFILL...?”**

### COLLECTOR INFO:

**“AND WHAT IS COOL...?”** WAS ORIGINALLY FEATURED IN A SOLO GALLERY WALL AT THE ‘**NEAR NFT LOUNGE**’ IN MIAMI- JUNE 3RD-5TH 2021. IT WAS ONE OF 5 OF MY EXHIBITS IN THE GALLERY UNDER THE HEADING “**THE NO\$TALGIA SHOW**”.

THE PIECE WAS COMMISSIONED AS PART OF THE “*GREEN NFT’S*” JOINT VENTURE BETWEEN MINTBASE, NEAR PROTOCOL, AND THE SOUTH POLE ORGANISATION, AND DISPLAYED IN THE *GREEN NFT’S* EXHIBITION IN CRYPTOVOXELS. THE ORIGINAL MINT DATE ON MINTBASE WAS 2ND JUNE 2021.

I HAVE NOW REWORKED AND UPDATED THE ORIGINAL VIDEO FOR THE ‘OPEN FOREST PROTOCOL NFT AUCTION’ IN JANUARY 2022. (THE ORIGINAL PIECE WAS NOT SOLD AND HAS BEEN BURNED - A COPY WILL BE AIRDROPPED TO THE COLLECTOR OF THIS WORK.)

## **SALE SPLITS, ROYALTIES & DONATIONS**

25% OF THE PROCEEDS AND FOREVER ON-CHAIN ROYALTIES FROM THE SALE OF **“AND WHAT IS COOL...?”** GO DIRECTLY TO SOUTH POLE GLOBAL.

25% OF THE PROCEEDS AND FOREVER ON-CHAIN ROYALTIES FROM THE SALE OF **“AND WHAT IS COOL...?”** GO DIRECTLY TO OPEN FOREST PROTOCOL DAO.

25% OF THE PROCEEDS AND FOREVER ON-CHAIN ROYALTIES FROM THE SALE OF **“AND WHAT IS COOL...?”** GO DIRECTLY TO THE SOTA GALLERY.

FOREVER ON-CHAIN ROYALTIES ARE SET AT 10% AND ARE SPLIT 50/25/25 BETWEEN OFP, SOUTH POLE & ZEITWARP.

## **THEMES & MEANING:**

**‘AND WHAT IS COOL...?’** IS A DIGITAL WORK IN **‘THE NO\$TALGIA SHOW’** SERIES - A LONG-TERM CREATIVE PROJECT OF PHYSICAL AND DIGITAL ARTWORKS.

THE OVERARCHING PHILOSOPHY BEHIND **‘THE NO\$TALGIA SHOW’** IS THAT WHILE NOSTALGIA HAS DEVELOPED INTO A COMMODITISED DESIRABLE CONSUMER PRODUCT WOVEN INTO OUR CULTURE, THERE ARE PARADOXICAL FACETS OF THE PHENOMENON THAT PERHAPS MERIT CLOSER EXAMINATION.

THE THEMES OF THIS WORK - AND MUCH OF MY WORK - ARE: TRANSIENCE, OBSOLESCENCE, TRANSFORMATION, AND NOSTALGIA. THE LATTER WITH PARTICULAR REGARD TO A CONCEPT I TERM **“THE PARADOX OF RETRO-UTOPIANISM”**.

EQUALLY, THERE IS AN EXPLICIT REFERENCE TO THEMES ASSOCIATED WITH SUSTAINABILITY AND CLIMATE CHANGE.

## **DESCRIPTION**

**AND WHAT IS COOL...?** IS A TEN SECOND PSYCHEDELIC MP4 LOOP VIDEO THAT FEATURES A VINTAGE TELEVISION BOOMBOX, AND A CASCADING PHYSICAL TOWER INSTALLATION OF AUDIOVISUAL EQUIPMENT FROM MY OWN COLLECTION.



THE BACKGROUND TO THE VIDEO - WHICH IS A PHOTOGRAPH OF AN ORIGINAL **MUSIC GRAFFITI** PAINTING HAS BEEN DIGITALLY MANIPULATED.



THE BOOMBOX SCREEN COMES TO LIFE WITH STATIC, BEFORE PROPOSING THE CENTRAL QUESTION:

**“AND WHAT IS COOL?..AND WHAT IS LANDFILL?..”**

THE VIDEO FEATURES A '*PHREAK MUSIC*' SOUNDTRACK GENERATED THROUGH A FEEDBACK CREATIVITY LOOP BY SCANNING THE ORIGINAL (BACKGROUND) PAINTING THROUGH A SERIES OF VISUAL SYNTHESIZERS AND MIXING THE RESULTS INTO A SINGLE SOUNDSCAPE.

**MUSIC > ART > MUSIC > ART**

**PROCESS:**

**“AND WHAT IS COOL...”** COMBINES FIVE SEPARATE DISCIPLINES: PAINTING, SCULPTURE/INSTALLATION, PHOTOGRAPHY/VIDEO, DIGITAL MANIPULATION AND SOUND PRODUCTION.

- AN ORIGINAL MUSIC-INSPIRED PHYSICAL SEMI-ABSTRACT PAINTING IS CREATED, PHOTOGRAPHED AND/OR SCANNED INTO A DIGITAL FORMAT TO CREATE THE BACKGROUND VISUAL PATTERN.
- A CASCADING INSTALLATION OF VARIOUS AUDIOVISUAL EQUIPMENT - SOME 'VINTAGE', SOME 'LANDFILL' - IS CONSTRUCTED, PHOTOGRAPHED AND SCANNED INTO THE DIGITAL ENVIRONMENT.
- THE BACKGROUND PAINTING IMAGE IS DIGITALLY MANIPULATED.
- THE SCREEN ON THE VINTAGE TV BOOMBOX FLICKERS INTO LIFE BEFORE ASKING THE REPEATING QUESTION:

**“AND WHAT IS COOL?..AND WHAT IS LANDFILL?..”**

- THE ORIGINAL BACKGROUND IMAGE IS THEN USED TO GENERATE AN ACCOMPANYING '**PHREAK MUSIC**' WHITE NOISE SOUNDTRACK BY SCANNING THE PHOTOGRAPHED DISTORTION PATTERN THROUGH A NUMBER OF VISUAL SYNTHESIZERS, AND THEN MIXING THE RESULTS INTO ONE CHANNEL WHICH IS TIMED TO MATCH THE ON-SCREEN VISUAL TRANSFORMATIONS.

THE VIDEO TOOK APPROXIMATELY FIVE DAYS TO COMPETE FROM START TO FINISH...AND A LIFETIME TO THINK ABOUT...

## **SPECIFICATION:**

SINGLE EDITION 1/1 MP4 NFT

2048 X 2048

A HI-RESOLUTION VERSION AT 36MB IS STORED BY IPFS ON THE ARWEAVE BLOCKCHAIN AND CAN BE ACCESSED AT THIS LINK:

[https://app.ardrive.io/#/file/da0ec3a8-2a30-457b-bd20-7cbebf4ad650/view?fileKey=wm-cgePwXhGUi0S217\\_a8ykHZ7ye95fsQyJxj0V1z5o](https://app.ardrive.io/#/file/da0ec3a8-2a30-457b-bd20-7cbebf4ad650/view?fileKey=wm-cgePwXhGUi0S217_a8ykHZ7ye95fsQyJxj0V1z5o)

-----