

McLuhan Notes:
 The resonant interval is where things happen. So, between no-thought and a-thought there is an interface of recognition: either to witness a sentimental picture or to be fired into the present. A thought can be categorized as being distinctly remembered or forgotten (forgetting is to be cannonballed into awareness). We interface in order to bring change. There are distinct qualities of change, some are more calculable, others more disruptive. Different qualities of change can become addictive if they resonate with your core being. Ritual is always the activity of transformation turned into an act, where you feel familiar jolts of pleasure that wear out the same old interface into a cliché. All games function to produce this sensation of pleasure, and as McLuhan sort of puts it, ever since the first photograph of earth from outer space, human's picture themselves on earth as if it were a theatre of fun and games. This is to basically say that all activities are quotational regardless of their material basis or craft, regardless of their histories or complexities. Being cool here matters a lot. And at the furthest end of being cool is being "not there".

What can't be retrieved is the turn that was made by photographers like William Eggleston, who at one point decided to purposely treat that which was barely noticeable as something worth capturing. So I have to ask, why can't this conversion be made today? It can't be made because that which is sentimental about reportage vanishes with the digital camera and also with the digital conversion. And the capturing of nothingness is well, the most sentimental idea. The heightened presence of nothingness, it doesn't really exist anymore. There is no point in the process of making that can be said to ultimately produce anything in particular.

The speed at which intelligent thoughts can disappear and reappear is the brain's agility. Everyone prefers the costumes of familiar roles and cartoons to make up their thoughts. Some can retrace the familiar paths of a dense and vast jungle of only the richest and wildest beasts and treasures. Others pick their thoughts from the shelves that are reachable in the line up at Safeway. Reaching for the act is not the solution of the agile.

**DON'T
PLAY**



Nothingness is everywhere and nothingness is meaningful. As a metaphor of movement, affect comes in the manner in which material is shed in a process that seems indifferent - the manner in which something is produced and cast off.



There's no stream of consciousness, just the mirage of an interface. Desperately seeking collaborators for feverish nightmare. Speaking into the screen today.

A phone rings.
 Hello?
 No answer.
 Hey, whats up?
 No answer.
 Not bad man, not bad at all!
 No answer.
 Just been you know, sitting here, in my chair, looking out the window. Doing my thing...
 No answer.
 What have you been up to?

No answer.
 I totally ... me too.
 No answer.
 Yea, sometimes its not what you've been thinking about, it's what you haven't been thinking about that is the starting point. Let what you don't know be your guide, you know what I mean?
 No answer.
 Yea, its not about the journey that always sounds like a pause for 'appreciation time'. That's a resignation speech. It's not about anything but what the thing is about. Its no longer about doing anything special in other words.
 No answer.
 The trope of the series of unanswered answering machine messages is a narrative structure that allows the viewer to witness the unfolding of thought as a series of progressive imploding presuppositions - nested affect or role or costume or what have you.
 No answer.

It's always about going deeper but never about becoming more authentic. Like the baboushka doll, the smallest one is not the most real. In becoming smaller, there is less area and less resolution. The image begins to blur the deeper we are unfolded.

No answer.
 I went to the store today and I didn't have a single authentic encounter. And I'm happier that way.
 No answer.
 Hello?
 Hey there.
 No answer.
 Not much, how you doing?
 No answer.
 That sounds great. What have you been up to?
 No answer.

