

ACT_UALISM CONTENT ENGINE

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1. The Preface

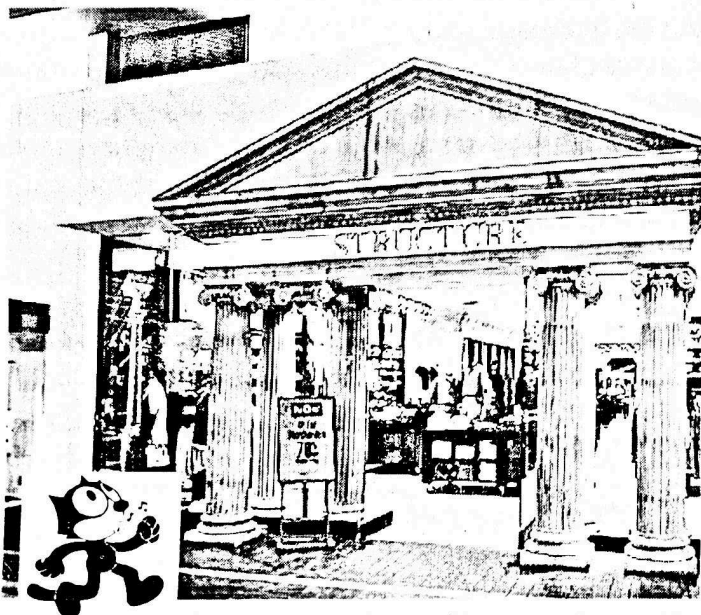
Imagine a hole drilled three inches down from the tip of a baseball bat. Now, imagine a string of red silken lace running through the hole tied to the top of a flagpole in the plaza outside of a glass hospital. Upon closer investigation, the pole that the bat is hanging from is actually eighty-three Magic Eight Balls stacked one on top of the other. Now take this imagery and stretch it over the course of a century. At any point does the bat start knocking these eight balls out from under each other, shattering the windows of the glass hospital?

So much of our architecture is hidden. Throughout recorded history the structures people stack on top of the other have compounded, but so have the ideologies, forming complex structures of their own. The story of Adam and Eve seeing themselves naked and being ashamed is an example of a modification in the architecture of Self. The same goes with Odysseus' bow going through twelve axes. I've come to understand my work as two fold: the pieces (songs, movements, images, etc.) and the structure, in which the pieces are a byproduct of the structure. One could chalk up said structure to a

reiteration of Self, however I see Self as being different in that it's the plot of land you're dealt to manage, however seen fit (pardon the very American metaphor). Religions, subcultures, ideologies, politics, and recently brands have all contributed to the current collective architecture of consciousness.

Now with the extension of consciousness into devices, we're starting to occupy collective spaces of consciousness that were not designed by the whole but by a few. This architecture has come to be constructed with the intention to exploit and monitor human thought and behavior more directly than ever before.

It is my intention with the ACT content engine to form constructive architecture of thought by channeling "The Good Thing" through the framework of ACT_ualism.



2. The Introduction

The turn of the twentieth century saw humanity racing towards the sky, both in flight and in skyscrapers rising all over the globe. This movement reached its apex two-fold with the moon landing in 1969. First, the reach out, and then the look back. For the first time people saw the world, all at once, as one small blue dot, and this altered the architecture of human perception immediately. No longer were we groups of people organized in cities by states and into countries. As if seeing a cell through a microscope, all individuals became organisms in the ecosystem of earth. Stretching the limits of expansionism by landing on the moon had a slingshot effect as it came back to earth. Thus the dawn of the global expansion of Self. The individual is loyal to (above country, family, creed) self. The internet, originally envisioned as the frontier of the revolution where people could exchange their ideas without the limits of nationalism and prejudices, became the frontier of individualism. The evolution of this frontier over the last six decades has led to what Hegel and others forecasted as "the end of history". In tandem with postmodern thought, the end of history serves as the mark of a new epoch in which the way narratives of past, future, and present consciousness are engaged in change, i.e. the architecture of thought is altered. What emerges is a new metamodernism that oscillates between old forms of narratives and new.



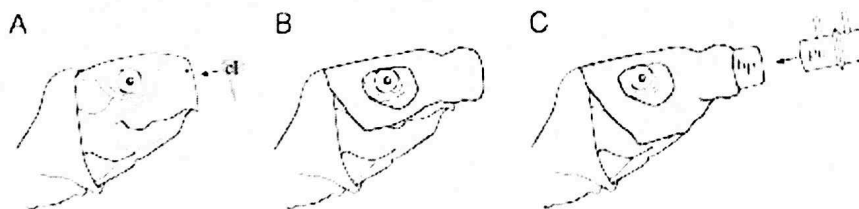
Act_ualsim aims to synthesize philosophical and artistic movements of yesteryear to construct a new framework of viewing Self as an ontological being with a de-emphasis on the individual. This on the outset may appear as a contradiction, however, after taking into account the mysterious currents that ebb and flow throughout global consciousness, one can start to see the individual more in focus - as a point of coordinated energy responding and reattaching to external and internal phenomena, much the same (and often identical to) other individuals, i.e. phenomenology. While everyone has a unique shell, beneath our humanity and however far the limits of consciousness extend, is a shared united force whose minute differences are often exploited in a conditioned response of self-preservation. It is the artist's role to introduce fringe ideas and affirm existing shared sentiments via an ever-evolving array of formats and aesthetics. Whatever idea or inspiration one may have, some other point of coordinated energy has had, or will have, the same experience. It's one's opportunity, and I dare say prerogative, to exercise these ideas to their fullest for the simple pleasure and torment of acting. For in the act the individual is actualized along with their work. Regardless of how the narrative of humanity is structured and retold, the one thing that has longevity and can serve to promote "The Good Thing" is the act.

3. What is Act_ualism?

...To be is to exist, and to exist is to be actual

Existentialism begs the question "What is existence?" and points to the seed of angst as outlining the absurdity of the human condition. Act_ualism contends that this devoid framework for mankind is unflattering and merit is found for existence by, and in the act of existing. This uroborosis concept is known as the void as introduced by Act_ualism, and love is the void, an ends to itself. The void is the antithesis of The Spectacle laid out by Situationalist, Guy Debord. The void acknowledges the absurdity of consciousness, and determines to avoid affirmation via The Spectacle of commodity fetishism by channeling energy toward the act of existence and the existence of the act. As is the case with many movements of yesteryear to define itself by what it is not, Act_ualism moves in a positive construct by defining what it emphasizes:

1. Act_ualism emphasizes the nature of Being, becoming, existence, and reality by fixating on "The Good Thing" found both in the spiral of The Void and in the ebb and flow of response to phenomena. "The Good Thing" is a shared human experience of transcending time and space due to a moment of affirmation of being. When experienced, it often presents an optimistic outlook of the future, mental clarity, an emotional sense of exoneration, and feelings of connectivity to self, others, and planet earth.
2. Act_ualism emphasizes the mind, body, and spirit of all beings as equal regardless of race, sex, creed, aesthetic, and education.
3. Act_ualism holds these truths to be self-evident, that all living things are created equal, that they are endowed with certain unalienable Rights, that among these are Life, Liberty and the pursuit of Happiness. Act_ualism emphasizes these truths first and foremost from the proletariat.
4. Act_ualism emphasizes the autonomy of independent groups and countries to manage their own affairs and denounces the exploitation and colonization of the planet and her people for the global Spectacle. Act_ualism's aim is to be an independent entity, a wheel inside the wheel of The Spectacle, rejecting the fundamental principle of the current state of affairs (WHICH ARE??) and commodity fetishism as a whole.
5. Act_ualism emphasizes the production of situations and commodities at an honest price that accentuate "The Good Thing" with hopes of being as a means to the end of The Spectacle as we know it, helping to usher in this new epoche of consciousness and ontological architecture. The aim is not a Marxist Utopia, but a transformation of the proletariat's "work" to the creative output of their choosing.
6. Act_ualism emphasizes the discipline of constructing personal psychological boundaries, both physically and digitally, with the aim of not allowing people, situations, or innovations to regulate and inform one's option of self and the nature of being.
7. Act_ualism emphasizes the needs and challenges of mental health and the ever changing abuse of power on the mind, body, and spirit of those less fortunate.
8. Act_ualism emphasizes balance and harmony and rejects the in-group/out-group binary paradigm that has dominated the greater part of recorded existence. The beauty of one is found in the beauty of all, and the beauty of all is found in the beauty of one.
9. Act_ualism emphasizes the forces of creativity, focus, and intention in constructing mysterious happenings with supernatural consequences: magick.
10. Act_ualism emphasizes the here and now as the ultimate and only portal to the self and collective consciousness. The present is actual in all manifestations, digital or otherwise. Any notion of the afterlife is inconsequential to the present "Kingdom of Heaven" which in fact is this moment and the next.

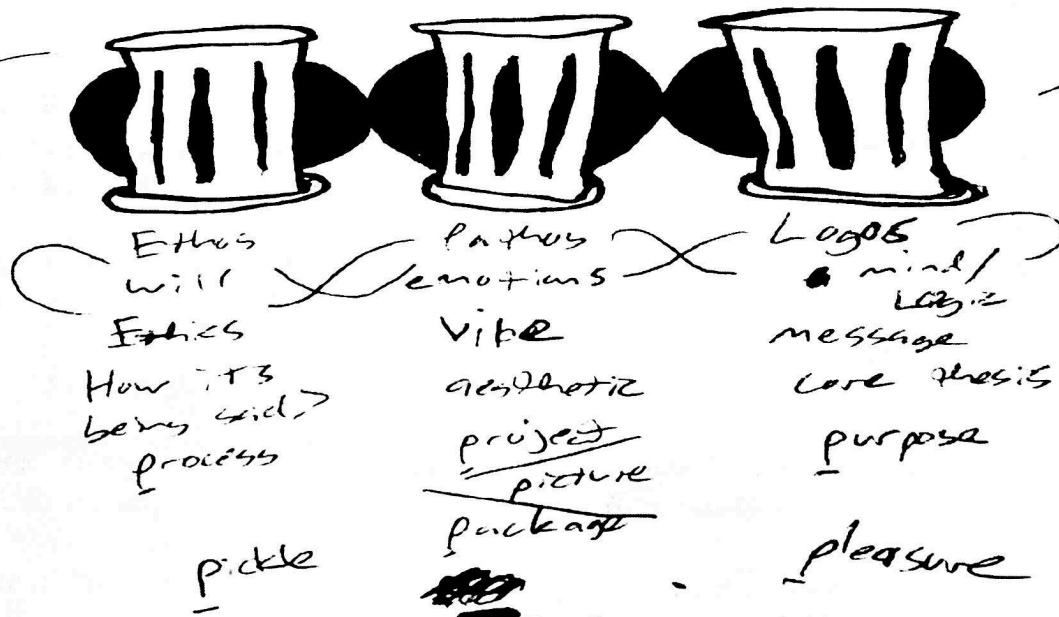


4. What is the Content?



The content is ideas, self-generated, curated or re-appropriated, brought to share on the given platform, venue, or space. The aim of the content is to experience "The Good Thing", be that alone or in a group. Not all content is for purchase and not all content is predictable other than it is in line with what Act_ualsim emphasizes. In this, irony and sarcasm are used as a tool, not an ends in and of themselves. Both long playing and concentrated content has a place. Hyper-concentrated content (such as memes and singles) should aim to pack as much as possible into the chosen format or not. A picture is worth a thousand words, but a thousand words is not worth a single picture. The following are three pillars of content that

should serve to guide decisions when considering a work.

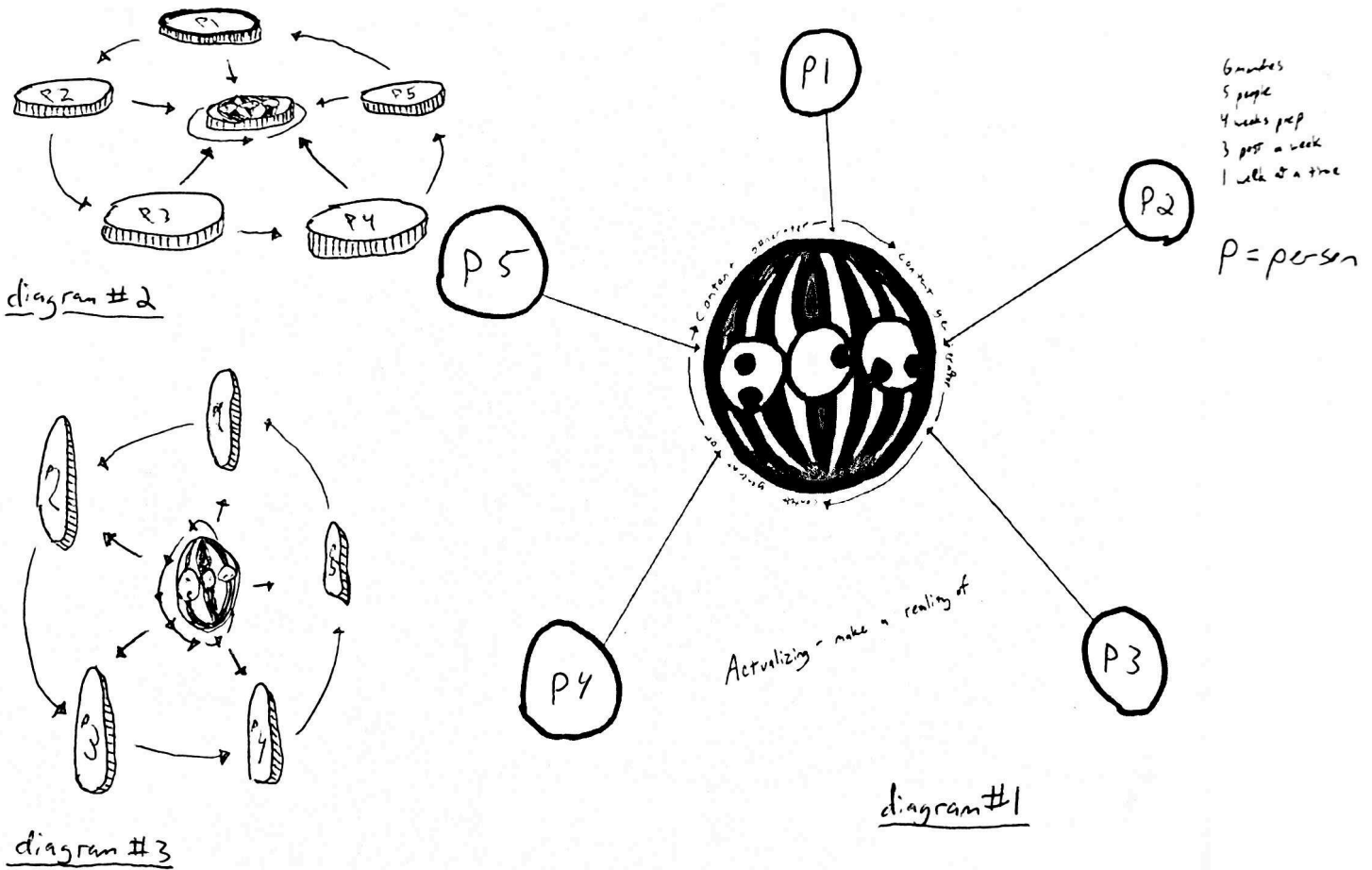


7 P's of CONTENT

3 pillars

5. What is the Engine?

The engine is the vehicle chosen to manifest the selected artist and their work for a discrete period of time. Placing the individual artists from the group slightly in the curatorial role, it aims to be a wheel inside a wheel, providing a means of conversation and an outlet to share original pieces alongside other works with the desired effect. This is the engine as laid out for the year 2021:



6. Projections into the Future

The architecture of New Babylon is currently being designed and erected in the collective mind, both physically and digitally. Learning from imperialism, it's not one's job to explore and conquer, but to explore, listen, and learn. There is more need than ever for humanity to engage politically. The age of individualism has left individuals with very little support to lean in to when difficult storms rain down. This loneliness and isolation has allowed hate and fear to lay claim to much of the new psycho-sphere. Also, at least in the United States, so much of what people consume is garbage, be that medicine, media, or food, all produced by Big-Co. with the government's aid. As artificial intelligence evolves and more proletariat jobs are automated, it is an opportunity for the ideals of Act_ualsim to find and form new outlets for engagement and production outside of The Spectacle. The desire for beings to find an alternate is there. With the cybers-phere now, cities and governments can be decentralized and small communities with means and new methods of production and sustainable living can be established with the said goal of advocating "The Good Thing". However, a

completely utopian/ hippie community, as seen through communities like The Farm in TN, have an arch of their own, eventually finding some product to exploit that serves The Spectacle, all while maintaining their ideals. Mental health is becoming more and more of an unavoidable issue. It is difficult for children coming up to find an alternative to identifying themselves on anything other than their relationship to The Spectacle. I can see a future where Act_ualize has digital consoling centers, and alternative education centers, coinciding with the wheels inside the wheel. Here we sit at the end of history, checking out social media and watering our house plants, with an acute opportunity to manifest ourselves and be the revolution that wasn't televised. The enlightenment saw the dawn of man's reason granting him new found autonomy and psychological structuring to begin theorizing and organizing new systems of government and power structures. In this new epoche it's our responsibility to discard pre-fabbed notions of individualism and reclaim a true sense of autonomy. focusing on our ability to act in the creation of the present, that will inform tomorrow, and the next day.

