

## INTRODUCTION TO THE HEADPHONE-PROJECT by Itty B.Mobile

dear ladies and gentlemen, i will try to give you a little introduction to the newest project of the AtomicTitCorporation- the "Headphone-Project". as you will know the ATC has been a research laboratory for years but has also been intensely engaged in the cultural sector - our motto has always been: WE TUNE THE FUTURE FOR YOU. this slogan suggests a visionary outlook, a longing for utopia- as the future is not here yet. we all make the future happen. but what will happen in this „future“ ? what does every single one of us imagines to be the future? i am convinced, and not to offend you, dear ladies and gentleman, that- if we could visualize and project it- the collective vision of the future of every single one being here in this room tonight would look pretty boring. we would propably see images of science, of technologies, glamorous hollywood ones and an increased amount of images of untouched nature. „we live in a world that is ruled by fictions of every kind“- to quote a great writer of our century- j.g.ballard.

yes, ruled we are by these fictions for sure. it is impossible to imagine different images, impossible even for a company that is dedicated to do exactly this: to imagine new images: to tune the future.

yes, i am being self-critical here and to say it harsh: the ATC has not been able to tune the future in the past. this is no surprise, as we that are working for and as the ATC are just very normal people, too. to make myself clear: i am not talking about realities, i am talking about visions as the future will always be the future and not the present. but i am talking about the reality of not being able anymore to imagine the future different from reality. no one wants the future to look like the real world. but our capability of fantasy seems to have been diminished. the (future) fictions of the past have more and more become the present, have become real. and the result of this, ladies and gentleman, i can feel right now, here in this room: there is a feeling of restriction, a feeling of limitation, even of resignation. And what does come next?

boredom, aggression, war.

but let me come back to our topic: the "Headphone-Project".

as i suggested before, the ATC has felt the limitation, too, we have been suffering the boredom of uninspiration, of stagnation. i could give you many examples where we have failed.

now, many people of you being here tonight will probably understand that this state of being uninspired is not at all a state a company can accept: it will unavoilable lead to the collapse of the company.

so the "Headphone-Project" is a project that is driven by our own interest and therefore is carried out with great care and highest quality standard. but it is still driven by the wish to give you, the public, what you expect from theATC: to tune the future for you!

but let me talk reality.

what does all this mean?

let me sum up:

we need more fantasy. fresh images. unexpected visions.

who can provide us with these visions?

traditionally this is the role of the artist, the creative person. the artist can provide us with the unexpected imaginary. because of this big companies have worked together with artists for years, nearly every big company carries out cultural sponsoring today.

as i have suggested before it has become difficult to imagine utopia- and this is still our aim (to tune the future) in a world that has almost turned itself into utopia- i am always referring to the western world of course- a society that turned itself into a complete fiction. this fiction is constituted through complexe correlation of economics, science and discourses and for example carried out through the use of mass-technologies as they provide everybody with the possibility to use their own little dream-machines like discmans, gameboys, cellphones.

but let me come back to our hope of positive creative potential: the artist.

what is the role of the artist in this kind of constellation? as you might guess, he is- like everyone else- and he can never be anything else than a fiction himself. he is just another fiction that has become real. and the same moment he realizes he is only the fiction of an artist- and i might say, most contemporary artists have realized this- he will merely turn into another fiction, a different one than before- and may now be called a postmodern artist.

the role of the artist is to provide us with visions, unexpected images but, ladies and gentleman, seriously: who would expect a product of our collective vision to provide us with visions we do not already know? an artist constituted by our collective fiction can of course only produce more fictions that we already know just too well.

the only conclusion and solution to step out of this circle would be the one of deconstruction and self-destruction.

the artist has to accept his role in society, he has to keep living up to the image we have about him, he has to play his role- (just as every single one of us has to do ,too: the scientist, the mother, the teacher. ) and the artist, who does not accept or even tries to destroy the picture, the image, the fiction we have about him, will actually destroy only himself in the same turn. we would no longer consider him to be an artist. this of course brings up the question of who constitutes the artist as an artist in the first place...?

and it is therefore obvious: the artist would probably have to transgress the borders and limitations of his role in society in order to be able to produce, to suggest new images, in order to be visionary. but then he increases the possibility of being no longer considered, identified as an artist.

so what we as the atc and you as the public- because your interests are our interests- need in order to be able to imagine and of course carry out visionary projects is not artists but:

creative potential!

raw creative potential!

we need RAW DATA!

and this we will get through the "Headphone-Project".

The "Headphone-Project" is providing an interface between people that will provide us with this RAW DATA- i want to call them IDEA-VERS from now on- and especially trained employees of the ATC that will analyse, put this RAW DATA in order and in the end will transmit it to you- the public, who will profit from this data.

so who are these IDEA-VERS?

as my statements have shown these people will not be artists- but you may have noticed that i referred to transgression as the artists only possibility to yet unknown imagination.

so what we need is people that are able to perceive RAW DATA and it is obvious that we could receive it from people that have transgressed. these might be former artists or people that are working creatively, visionary but will never be seen as artists as we as society are not able to perceive them as artists- they do not fulfill any role, they are not yet classified.

so there is hope to find the right people but also a great problem: how can we discover them if we do not see them?

during the last years the ATC has put intense effort into studies that focus around this very problem; we have spent hours observing in public, have sent out especially educated agents, have been working on profiles and i am very happy to say this today- we have finally succeeded in finding several persons. of course only time will tell if they are really the right ones.

but let me inform you a little more about the IDEA-VERS. i already mentioned profiles and i will refer to them as scientific material.

of course our greatest problem is that these people would no longer be IDEA-VERS but may turn into persons that can be classified, e.g. as artists, mental ill, outlaws, managers etc. if we would present them to the public as IDEA-VERS and if we would change anything in their lives, even the seemingly least important routine. already the smallest information we have about them can possibly endanger our precious RAW DATA.

so we wanted and want to leave these people in their authentic surrounding/environment and try to interfere possibly not at all in their lives.

of course we have contracts with the IDEA-VERS, but maybe very unconventional ones. it is clear that these people work with us voluntarily and are free also to quit the "Headphone-Project" whenever they want. but as i said, we cannot change anything about their lives in order to preserve the authentic RAW DATA and also for their sake. this even means for example, that we pay only very small amounts of money to preserve the authenticity, as we want the IDEA-VERS to keep on living their normal live...sometimes it is not easy, though to see the kind of life they live and be not able to interfere...

but of course some kind of contact is needed. and here we come to the core of the "Headphone-Project":

it is a little machine! it is called RADAT (Raw Atomic Data Transmitter).  
the ATC has invented RADAT to make the contact to the IDEA-VER and to transmit the RAW DATA to the scientist of the ATC in charge.  
and let me make myself clear: RAW DATA can be anything, so through RADAT it is even possible to transmit small objects in 3D- so this is very special.  
as the IDEA-VERS have to stay anonymous part of the "Headphone-Project" is that i will try to simulate the contact between an IDEA-VER and the scientist of the ATC in charge, my colleague, Dr. Elasto.  
i will therefore carry out the role of an IDEA-VER during the transmission.  
i will prepare myself for this simulation intensively.  
i will try to live the life of an IDEA-VER for the last 3 months.  
i will try to really feel like an IDEA-VER.  
our research and careful observation of IDEA-VERs has shown several significant similar characteristics of IDEA-VERs:  
they are often on their own.  
they often seem to roam about the cities without a discernible/visible or understandable plan. their movement is floating, driven by no certain motivation, it resembles strolling and maybe even the classic behaviour of the *flaneur*. they basically drift around.  
their behaviour is therefore spontaneous, unexpected, not predictable.  
they can be very shy and not open to the contact of a stranger but at the same time unexpectedly hearty and even clinging.  
they do not significantly differ from other people in looks, but sometimes they show a very individualistic taste in clothing and a very distinct consciousness for little details of fashion.  
another significant mark / characteristic may be the use of personal stereos- cellphones, walkman, discman and so on and therefore the use of headphones or headsets.  
i have just recently published a little text about my observation of the use of personal stereos and portable mini-gadgets which you can buy by contacting me or download soon from the ATC website...  
but let me come back to our series of experiments and myself as the test person:  
along these small clues we had about the IDEA-VERs i will try to organize- or better disorganize- my life during the next 3 months.  
i will start a journey with the task to reach certain destinations, for example towns where i will present the "Headphone-Project", but i am totally free on choosing my route and how i will spend the time in between the different destinations. i will get a small amount of money from the ATC to keep me living but all extra costs i will have to bear myself. my only duty is to send RAW DATA from time to time to the ATC via RADAT.  
so basically i will try to reach the state of mind of an IDEA-VER to be able to send this RAW DATA and i will therefore try to provoke a certain amount of chaos in my life, to loose myself, to break up firm structures, be spontaneous, accept the unpredictable, invent techniques to be capable to roam about the

towns and cities, be able to let myself drift, to be sensitive, to take chances,  
to loose my head. yes.

ladies and gentlemen, i hope to see you at some of the upcoming presentations  
of the "Headphone-Project".

thank you for your attention.