Isomorph

0x6e31 May 3rd, 2022

This is the second episode in the mini-series *Skeuomorph, Isomorph, Cryptomorph*. It includes a short essay, a video to be played at full screen and full volume, and a collectible NFT.



Gilbert Again 0x6e31

Black magic

Edition 0xD0a2 Raised 0.09 ETH NFT

Collect NFT

EDITION PRICE
0.01 ETH
$16.21

NFTS SOLD
9/60
Edition will remain available until all NFTs have been collected.

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@GilbertAgain 0x6e31 #7	@darioaschero 0x8DAf #8
0xCA5F...035Fc9 #9	

Hello friends. In this episode I'm going to *LARP* a viral YouTube video for you. *Gilbert*, you ask, *why don't you just link us to it?* Can't, it's impossible. This video is a rare bird, an *isomorph*. 🦉 One does not simply spot a rare bird on demand and one does not simply hyperlink to an isomorph. We may speak of an isomorph only in its presence.

Now you ask, unconvinced, *Can you at least, like, tell us what an isomorph is, Gilbert?* Well, at the peak of a medium's powers, when it has shed its skeuomorphic disguises, but before it has begun to assume its tragic-skeuomorphic affectations, some highly specific, once-in-a-generation reciprocities between a medium and its *content* become possible. 😇 Yes, another question?! I'll allow it. Oh, *What is content?* OK, I suppose that term could use some disambiguation. Graphic designers are comfortable with the word *content*, while artists seem rather offended by it. It's the message! The stuff. The things. What media *ate* in order to *mediate*. Recently, it has come to describe any online commercial or cultural production, but we'll come back to that in episode three.

Allow me to begin my YouTube *performance*. I had planned to record myself talking to camera, as I did for the other episodes in this mini-series, but, as you'll hear in the video, it was quite impossible to speak clearly, under the circumstances. So I'll set the scene for you here. It's January 2017. I'm on a Hong Kong dock, looking up at typical blue skies and hazy sunshine. I anxiously take my seat in the cockpit. I strap in. I recap my calculations and go through my preflight checks. 🎛️ I glance out of the window and see that the cameraman is in position. The Black Magic is recording 4K video, 5 frames per second, shutter speed 1/2000 second. These figure have been precisely calibrated. We signal to each other. I take off my glasses, and switch on my rotors …

The first take-off was *almost* a disaster. I knew I had to get to 300 RPM, but I was utterly gripped by the centrifugal forces. I had likely only reached 240 RPM 🪫 before I felt myself blacking out. I hit *abort*, and hung on for dear afterlife as the rotors powered down. The thought of a second attempt was 🥶, but I told myself that the sublime ecstasy of an isomorph would be worth it. We regrouped and went again. 👀 At 290 RPM I felt myself coming smoothly around to a frontal position. I knew it was in my grasp. It was happening! In the instant that I reached full isomorph I felt that perfect reciprocity between 😵, *content*, and 🪄, *medium*, begin to 🚁 the video. I did everything I could to stay locked-on …

Afterwards, I was psyched to upload the video. I called it *camera shutter speed and frame rate match helicopter's rotor*. It's got 11 million views now. 🔥 Isomorphs are kinda freakish, I guess. There are some haters in the comments, but that's to be expected. They're saying it wasn't a good mediation of its content because it doesn't even look like a helicopter taking off IRL. I mean, sure, they're right, but that's missing the poetry, no? 🤷 I think it's *more* faithful to the *reality* of a helicopter taking off, because the camera *empathically performs* the exact rate of rotation required of the helicopter's rotors for it to achieve flight. That *exact rotation* is the nature of the thing, no? Its *critical metric*! Its *rare bird energy*!

Anyway, I bring you …



ARWEAVE TX ↗	IU2kaeZJLdGwLe10_tkSzGGsv5rOBoG515USF7Mb6iE
ETHEREUM ADDRESS ↗	0x6e31d9d4ED8eD93C2871FFb320f68b3CB4e81a25
CONTENT DIGEST	xK6yhJ_mWIOmJDj1y-1dGhnyoXXVNH9oOfQcI22YROU

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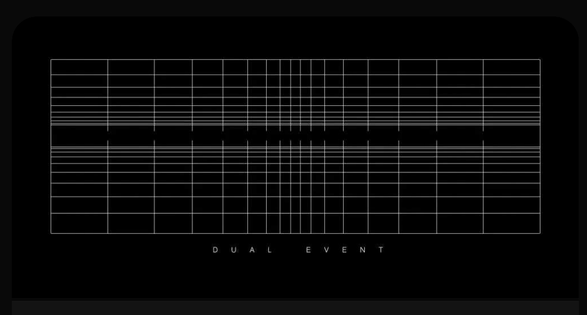
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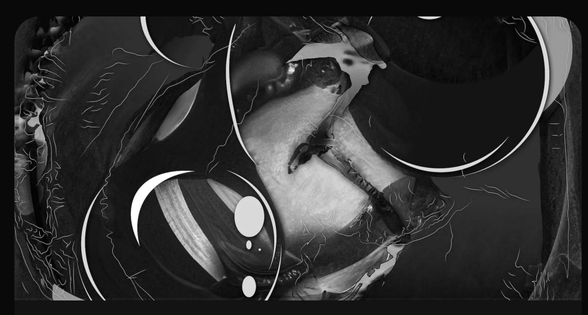
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Tomb Series VANTA (Recovery)

September 10th, 2022

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