

Monday, July 16, 2007

**FB03+The 400:The Finale of Rothkamm's Machine Trilogy Launches as an Original Social Art Event**

Current mood: 😊 hopeful

Category: [Art and Photography](#)



### **Rothkamm - FB03 (*E Pluribus Unum*)**

**FB03 - a futuristic electronic concept album generated by Rothkamm (Frank Holger) through a mathematical black box on the verge of sleep - is distributed with 18<sup>th</sup> century methods as a major art event.**

*New York* – For 4 years the conceptual artist and composer Rothkamm (Frank Holger) has researched the whereabouts of what he considered Very Important People, based on the original assumptions of early colonial history and assembled a list of 400 people.

"That heyday of the tobacco aristocracy in Virginia - the middle decades of the 18th century - was the youth of nearly all the leaders of the Revolutionary Virginia and of those who were to become the "Virginia Dynasty" in the young Federal government. The biographies and letters of these men reveal a closely intermarried social "Four-Hundred". (from Daniel J. Boorstin "The Americans - The Colonial Experience")

Instead of email, Rothkamm uses a square envelope which contains artwork and a philosophical essay, printed on a commercial CD tray- and 4-panel sized paper, hand-numbered and sealed - with the FB03 compact disc. This "calling card" package also contains a separate postcard featuring the artist sitting on the roof of a Beverley Hills hotel with the album cover visible on a billboard in the background.

"Social Networking in the digital domain is very similar to that of the 18<sup>th</sup> century", states the artist - "It combines personal acquaintances with associations of personal aspirations and uses forms of symbolization of social rank. Just as in MySpace, the ranking of friends epitomizes the new aristocracy."

FB03 is a prime example of the contemporary aesthetical praxis of "supermodernism", which merges concepts from many disciplines and time-periods.

"We live in a post-linear world" states Rothkamm, "in which the information about everything becomes more and more present, and the Googleization of the world as we know it turns everything into now. The past and the present are no longer distinct"

FB03 was sent out on July 4, 2007 to the "Four-Hundred" in 31 countries.

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<http://rothkamm.com>

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<http://rothkamm.com?FB03>

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<http://rothkamm.com/400club.cfm>

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<http://myspace.com/rothkamm>



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