

Dear #ucase(left(Trim(email),Find('@',Trim(email))-1))#

I would like to personally invite you to the release of:

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<http://rothkamm.com>  
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featuring:  
o 24/7 radio station  
o new manifesto  
o new "name dropping" biography  
o new photos  
o real-time project list with blogs  
o multi-lingual machine translation  
+ a fabulous shopping mall

<http://rothkamm.com> has been built to house my post-summer 2002 work under the new label and anti-pseudonym "rothkamm". Its primary purpose is to pave the way for the introduction of my new Compact Disc Album "FB01".

<http://rothkamm.com> introduces the concept of supermodern web architecture (SWA). Like a model home from the Case Study Houses of 1945 through 1962, SWA intends "to inspire the building of low-cost modern homes in America"[1] but this home does not exist in the physical space of architecture; rather it exists in the space and time of electronic information. It appears as a condition of experience that both time and space exist[2], however the very categories of time and space are no longer those we traditionally associate with physicality.

<http://rothkamm.com> is a self-replicating, clone-able home site and is literally served from home, a true "extension of man"[3]. I am the server. Unlike other constructions of identity and brand, rothkamm refers only to itself by itself. Architecture and content describe each other.

<http://rothkamm.com> has two spheres: protected and public. The public (or anonymous) sphere is made up of 2 parts: shopping and radio. The protected (or secret) sphere is made up of 2+n parts: potentially indefinite subsections below the public surface where you can add to what is I, rothkamm.

[1] Esther McCoy - Case Study Houses: 1945-1962

[2] Immanuel Kant - Critique of Pure Reason

[3] Marshall McLuhan - Understanding Media: The Extensions of Man