

# **AUTODIGEST**

multimedia allegories of contemporary digital culture

Autodigest is the focus for an 'apocalyptic' perception of contemporary culture, dedicated to developing and sharing a critical eye within a culture that is quickly becoming synonymous with a black hole of pure entertainment. Taking on Baudrillard's theory of hyperconformism as its starting point, the aim of Autodigest is to provide a space for the analysis and allegory of the catastrophic state of contemporary social and cultural structures, inviting the consumer to reconsider and reinvent his/her role in the process.

Some recent examples/symptoms of contexts to be analysed:

- mobile phone company sponsors a million-pound reward for information on a missing child.
- the execution of Saddam Hussein is recorded by mobile phones, footage immediately downloadable on peer-to-peer sites amongst mp3 pop hits.
- ringtone culture manages to reduce the entire history of popular music to an endless parade of digitised, 3-second loops.

This project proposes the creation of a well of sound, visual and media works that enhance and render visible particular aspects of contemporary culture that most take for granted:

The social consequences of digital ubiquity.

Media addiction (digital photography as the "new nicotine").

The possibility of a relationship between digital overconsumption and mental illness.

The impossibility of intimacy.

The karaoke syndrome: the death of the original.

Autodigest has produced four sound documents in recent years:

- A Compressed History of Everything Ever Recorded vol.1 (digital compression made audible)
- Ubiquitous Eternal Live (one hour of audience applause slowly mutates into a carnage scene)
- Karaoke Night in Laptoland (the human voice imitates digital noise)
- After the Orgy (7" edit) (vinyl scratches as the epitome of nostalgic digital avant-garde)

The above were released by the music labels Ash International (UK) and Crónica Electrónica (Portugal), as well as the Gulbenkian Foundation (UK).

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More information at:

<http://www.cronicaelectronica.org/?p=006>

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