

# Binary Primitivism

## UBERMORGEN

Talk

18.2.2017

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*Aufwaermen: Fuesse kreisen, schultern, kopf kreisen*

*Atmung: Becken anheben beim anheben*

*Sprechen: Kiefer locker lassen*

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- Manifest lesen

-> SCREENSHOTS DER BINARY PRIMITIVISM FLAGGEN - von Art of Heraldry - Peter Crawford, UK Neo-Nazi and Heraldry Afficionado

-> From the Transmediale Programm...

## UBERMORGEN

Binary Primitivism Manifesto, 2017

Beyond action lies truth, and truth is  
pure and simple  
repeatable  
verifiable patterns

Binary primitivism

A digital art movement

seeking simple representation

and concurrently using

isolated groups for orientation

4chan boards and Usenet self-help groups

as sources  
as target groups

Binary primitivism aspires to  
an artistic return  
to simpler realities  
of then and now,  
simplification  
via selection and technology  
database neighborhoods  
Taxonomies of groups

-> durch die heraldry durch bis 9\_0\_

Today's romantic period  
Neo-Biedermeier  
As a reaction  
to the loss of shared experiences  
To the 1990s and contemporary niches

New honesty  
In the Balkanization  
of truths and aesthetics  
Search  
in the binary wilderness  
and in the clans, groups and communities  
under and behind the protocols

UBERMORGEN

Strong - Long Term - Many - Reliable

Now this manifesto is already obsolete, it doesn't work like that, it never

has, and in a way it does, it does work..

I read you this as a little demonstration about the way we work... we simply put something out there, way out there, that is already painfully embarrassing before it was released.

So we release stuff that is not even half finished, non-refined.. So it is more about getting it out as soon and as raw and as direct as possible since, it serves as an anchor and a public sketch, it is only a hint, a feeling in a way, a bad idea - maybe a good idea but rudimentary... i guess you get what i try to say..

Now, as soon as it's out there - and the trick is to not feel embarrassed - the testing ground starts to react... then we use this energy through the feedbacks and continue to work on the project, in the open, in public.

the second iteration - the one i read to you which was published in the transmediale publication - is already tighter than the first one we have sent out via our press release series..

although i turned really out that the direction of our thinking was totally wrong, so that means, we are back at the start,...

If a release is not coming alive, then we just let it die.. But it is still out there, the corpse, the remains.. And frequently such lost objects get picked up by us or someone else, sometimes years later..

An institutionalized form of this working-method are our recent **so-called press releases**. It is a series we started last year covering random topics. I will briefly show you some screen shots and read quick excerpts from each of them...

(→ Screenshots 11-14)

### -> **UBERMORGEN outperforms Uber by \$520 Mio**

In the first quarter of this year, [Uber](#) lost about \$520 million before interest, taxes, depreciation and amortization, according to people familiar with the matter. In the same time span, [UBERMORGEN](#)'s losses account to \$0.012 million. Subsidies for Uber's drivers are responsible for the majority of the company's losses globally, subsidies given by UBERMORGEN to educational programs, sports investments as well as fluctuations in exchange rates are responsible for their losses.

### -> **Many people are saying tremendous things!**

Right now, right now everybody, i am going to introduce you to the tactical pen, my tactical pen, the tactical pen, the pen that is tactical. The best. I use this fantastic and wonderful pen in all my hotels, all of them, all the time, my hotels, they are the best, tremendous style... I will use it very well. No one will use it better than me. If you don't know what a tactical pen is, they are saying it is great, but it's a specially engineered pen, [tremendous](#) solid aircraft-grade gold painted with the most expensive black paint, that makes a remarkable self-defense tool. In other words, not only can you use it to stop an attacker, but it can also be used as a glass-breaking device in the event of an emergency, and i have a lot of emergencies, the best emergencies..

### -> **Diamonds**

While newborns conceived with genetic material from Chinese nationals can be easily registered as Chinese citizens, children born in US territory from a surrogate uterus (and thus with US citizenship under the fourteenth amendment of the US Constitution) can sponsor their parents for green cards upon reaching the age of twenty-one. But surrogates never manage to be anything more than a poor substitute for the real thing.

**ACHTUNG, NICHT WEITERGEHEN MIT SLIDES!!!**

**→> EINFACH AUF DEM BABY LASSEN**

Now we should move to the actual topic, **Binary Primitivism**, the term was accidentally created during the writing process for the Truth Tellers conference by Disruption Network Lab run by Tatiana Bazzichelli here in Berlin.. After the talk i was editing the manuscript for publication and i stumbled upon this word combination.. I googled it and something happend that has never happend to me before, just one hit! But this was just a description of berthold brecht's writing that cover the binary position of primitivism vs civilization.. That was it.. So i knew that at least we had combined two words that no one in the digital realm has ever combined with intention..

And since we are both fans and creators of Newspeak, a passion of ours for many years.. This would have been the perfect moment to stop... But ... -> einspielen miley cyrus - we can't stop, total 03:33- ausspielen!?!..

So we didn't stop, we continued and for the last 3-4 months i have been struggling with Binary Primitivism, it was hell, like a never-ending roller coaster ride on top of a cruise ship with a mobile 24/7 buffet and 3D-water aerobics.., i just couldn't grasp it, couldn't wrap my head around it..

I wanted it to be about primitive tribes, groups and clans online, for example 4chan subgroups in certain time-zones, deep-hidden in 'raisedbynarcissists' reddit threats or covering historical clans such as weird Amiga kitsch-render communities of the 1990s, usenet groups with maximum 5 postings or italian raw vegan open source marxists in amsterdam, or even the unbelievable nettime group of lost but men; or then the linux kernel developers group, or the groups after the schism, when FFMPEG dev group forked and the new LIB-AV dev group came to live, but also game-fandom groups where there are consumers that have no idea how a game is made but amazing power over the release and the industry as a consequence..

then i thought the asperger nerdy silicon valley universe would be a rich source for tribal behaviour in startup corporations that are run by assholes, accepted by assholes and followed by assholes, sort of pure and isolated groups of assholes, but then the isolation started to become a issue, how to define and describe isolation in a networked society where we talk about the possibility of a form of undiscovered internet of plants and where we learn more and more about huge rhizomatic fungi...

So i was really really desperate, but... still committed, and i still am..

I tried it with a contemporary recipe: the departure from the here and now towards any number of things that could possible be instead.. I visited the castle of “What if” and the universe of ‘Many people say’..

I talked to many many people and they said things.. for example damian stewart from vienna, a new zealander who’s first hand knowledge about colonialism and hardcore open source groups is amazing, i talked to my psychiatrist about it and asked him about the things i was experiencing during the Binary Primitivism research, this feeling of time as an infinite now...

but it was all useless!

Until liz started to develop visual material and physical objects for our show at DITCH projects in Oregon,

Btw, this opens next friday, so if you happen to be in #Springfield Oregon, say hi to Rick Silva and the DITCH Crew..

And not only liz kicked in, also the german designer and technologist Stefan Endres with whom we work on the development of Binary Primitivism **Heraldry**, basically the creation of contemporary heraldry by

designing state-of the art technical objects, started to ask annoying questions about target-groups and colors for moodboards and shit....

So for the heraldry we use the *Mise en abyme*, a story within a story within a story which creates a state of insecurity, fills a void between on and off, between zero and one. For us, this is pure heraldry. It is an easygoing economy of reproduction.

And the use of equivalence frames, which represent logically equivalent alternatives portrayed in different ways. So In the case of 'equivalence frames', the information being presented is based on the same facts, but the 'frame' in which it is presented changes, thus creating a reference-dependent perception.

These concepts seem perfect for the development of Binary Primitivism Emblems and Coats of Arms,

And as just mentioned, furthermore we are now working on a series of golden Binary Primitivism objects that will be shown at the DITCH projects in the US using physical objects and GIFS

-> Golden toilet holders 9\_01 - 9\_03

I will now read you the current announcement of the show, which is a derivative of the manifesto i just read to you AS AN INTRO - now you might see my dilemma..- but this text that i wrote last thursday, 2 days ago, will be overruled and erased by tomorrow sunday, since i am just writing a new text for the show by using Mike Cernovich's semantics and semiotics, which is basically Trump-speak but the less well-known alternative, i will show some quotes in a moments..... they are tremendous, almost as good as the original..!

→ so here we go... about the show!

START QUOTE

*'From the urge to want to understand the world,  
it becomes apparent that we have understood the world.'*

*Binary primitivism is found in the binary wilderness. Binary Primitivism isolates clans and groups, exploits their aesthetics and nurtures them into becoming easy prey. Then Binary Primitivism goes in for the kill, it infiltrates and colonizes the target-group's digital habitats by playing echo-chamber symphonies and serving exaggerated self-referential comfort aesthetics. Binary Primitivism emulates primitive behaviour, it meshes and mirrors discovered form and function. This form of mimicry represents The New Honesty (Neue Ehrlichkeit), today deeply rooted in the balkanization and atomization of truths and aesthetics. Beyond action lies truth. Binary Primitivism is targeting groups out of self-importance, out of Selbstüberschätzung and ignorance for the audience, the target and the consumer in personal union. Binary Primitivism uses these methods to cement its own superiority.*

END QUOTE

So.... now, to continue with liz thoughts on Binary primitivism i want to quickly preface this since Liz has been immersed into a broad universe of alt-right manosphere neo-nazi hinterwäldler militia and urban identitären movements and singular proponents on twitter, she is actually talking to many people on a daily basis, fighting, arguing, sending images of Modern Talking's Thomas Anders or in very difficult cases of two black men kissing, her correspondence partners include Mike Cernovich and hundreds of others, mainly in the US.

Now yesterday at lunch, confronted with the question about her take on Binary Primitivism, she spit it all out in 10 minutes, i merely managed to type it in while she was shooting intellectually disputable truths, UBERMORGEN TRUTHS..... i am sure she will tear my head off if she reads my transcript and amendments, but what the fuck..

it goes like that...

Quickly looking at the term Binary: our interpretation is that the digital is always related to a computer, a machine, something using digits, particularly binary digits; but the binary can also be applied to a non-machine system, a way of thinking or looking at the world, either/or, black/white, good/evil...

The main binary oppositeness we are currently interested in is the 'either you are with us, or you are against us' ...

Binary Primitivism is a cultural phenomenon that appears to be communication warfare. The understanding of the words primitive and primitivism implies that we deal with people who want to be first, people who claim to have the right to be the first, people who think they are entitled to be first, who think that they have naturally risen and hence have the right to claim pole position. This behaviour is primitive and simple minded... historically it corresponds with the English Colonial Empire and it corresponds as well with current and historical America First and the US National feeling of superiority, this constant self-confirmation of 'we are the greatest nation on earth'... The act of declaring yourself to be superior is a primitive act but it often implies that others are considered primitive by the one claiming superiority.

Now if you look at primitive societies, it mainly means that groups labeled as such are able to make a living with simple means, simple tools, basic processing of food and materials and other basic procedures...

Now if you are primitive today, you are using very complex tools of communication but in a very simple and direct way, because for primitive people these tools are not really easy to decode and understand...

In contrary, especially people who communicate more complex, with nuance and careful consideration, awareness of their own position and the context they argue in, are confronted with a culture of bullying and with actual bullies and their primitive followers.

So we live in a complex culture where many people act primitive. And we have established that just because they use technology does not mean that they are capable of complex thought, they seem to be unable to understand the Internet and its underlying structure and meaning and the consequences of this technological shift.

One important element of such primitive behaviour is the lack of regular and normalized contact to other groups which increases the risk of bully behaviour against groups from zones/areas remote from the original group.

In social media Followers are primarily recipients, if you have a lot of followers, you are constantly in danger of losing them, you are afraid. You act like a little King or Queen (in the field Liz has examined it is mainly Kings).

If you have a small amount of followers you have to constantly discipline yourself to not think about it, to not think about: is it my goal to have many followers or not...

Now, the perpetual and severely limited follower basically has no followers him/herself, she/he is a passive recipient.

But as we know, there are leaders that are able to build and grow large followships within a short time-span, they are obviously the exception since in the Twitterverse there are endless people with 1 follower and 4

subscribed channels/people. They are the silent majority and they are completely hooked to the opinions of these 4 people they subscribe, their universe is extremely limited.. We think this aspect of social media is underestimated.

Now imagine you are alone in front of your computer and you get one of these absurd Mike Cernovich tweets (or if you don't know him, use trump or any other alpha binary primitive human.

*-> cernovich tweets über construction workers und the wall...*

Now you are confronted with a allegedly strong but inherently vague position, and this forces you to try to make sense of these primitive and unclear and sometimes illogical sentences, so you have to create logic and complex facts on top of this floating vessel of thought.., you could call this experiment 'reading between the lines'... Now if you are one of the primitives that is not capable of doing this, it is not a problem, you have so many replies to the original tweet that you select and use exactly the ones you think will fit your position, so you think about how you could interpret the original tweet and the replies, but then you feel the urge to reply as well, but in a such way that it will be entertaining for others..

Now this shows that the motivation and the goals are constantly interchanged and exchanged. You read to understand the world, you have to interpret what you read to understand the world, to be able to interpret you have to read the tweets the way the others are reading them and then you try to formulate your view of the world in a way that it is in tune with the original world view and the interpretation of things, although you have no idea what it is all about, because there are no binding and agreed upon definitions and most of this cernovich-trump speak is extremely vague and implies weird unsaid but seemingly obvious things, and now everyone tries to formulate thoughts and statements and positions so that they make some kind of sense for the outside world. It is

never about the inside world, the inner-self, never about helping yourself, supporting your inner being but only about a world-view that helps and is effective towards the outside.

So everything is built on association, everything implies a variety of anything, things, words..

So Binary Primitivism is primarily about the **Werkzeughaftigkeit**, in a way paradoxically, the highly developed tools enable profoundly primitive procedures in communication and social behaviour. Due to cultural techniques it became possible to be a lone wolf, but that is not the case anymore **online**.

Even if you are a simple recipient, a non-alpha animal far away from anything, you are still part of the social reality. And now in the US even the president speaks directly to you and with you, he tells you what is what, circumventing the LÜGENPRESSE, the fake news that try to manipulate you... he is the only one speaking the truth in a simple and direct manner..

For our show in the US we will do super primitive work, we use golden elements and create hypno-mandala-GIFS. The absurdity of the title: Binary Primitivism (We told you so!) is open for any projection, now people can actually read between the lines; whatever they want...

These hypno images are derived from work we did for our recent show at Carroll/Fletcher Onscreen, which is the online arm of our gallery in London. We have used the new form of hyper-brutal porn GIFS or webm's, the so called hypno-porn, to reduce actual content to a absolute minimum, but create a disturbing fuck up in your head if you dive into these image-sequences, they are beyond rational thinking, beyond understanding, they speak directly to your subconsciousness...

-> Hypno porn Trump/Melania/Ivanka

GIF ANIMS → (STEHEN LASSEN UND NICHTS SAGEN FÜR EINE WEILE)

-> ev. Ein paar worte zu hypno porn und the use of words and photos with zoom...

The show intends to portray the evolution of the 'foriginal' - the forged original and this state of simultaneous multiple realities, even going back to Neuromancer and the concept of consensual hallucination. It features a description by Inke Arns about how UBERMORGEN understands documents merely as ink on paper and file as just pixels on a screen, and nothing else, not more, not less...

The show was created and curated by Steve Fletcher...

- Dann kurz über Workshop berichten

-> bilder falls es was zu sehen gibt...

So before we end this talk, *i want to talk about the findings from the Binary Primitivism workshop we just finished a couple of hours ago....*

... ..

→ 20\_0 Bild - uuuupss die USA sexy landeier

And now, last but not least, i hope you are confused about what Binary Primitivism is or can be or should be, i hope you are as confused as i am. And i am sure we will either find a *hochkulturelle* implementation or we will fail in a spectacular fashion, in anyway it will be brilliant because the present will overflow with SO many different versions of what must become possible and we want to be all of it...

Now there is only one thing left to say..

You were a tremendous audience,

You were the best audience

I thank myself for this great lecture!

Thank you Hans!

Thank you!