



POP!

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POP IS IMMEDIATE

Pop is flash in the pan

POP IS IDEAS

Pop is only one idea

POP IS SPEED

Pop is not durable

POP IS DISPOSABLE

Pop is stagnating

POP IS MOTION

Pop is anti-emotional

POP IS INTELLECTUAL

Pop is product

POP IS PRODUCTIVE

Pop is nothing more than a glorified grunt

POP

It seems only natural that any man or woman with a quick and impulsive turn of mind would be attracted to pop media. Pop moves quickly.

IDEA + EXECUTION + PRODUCTION = PRODUCT

It is only proper that any man or woman who lacks the patience and discipline to genuinely develop an idea would choose to work in a pop medium.

IDEA + MARKET + DEADLINE = PRODUCT

Pop is spontaneous because it depends on the immediate idea. Pop is phenomenal.

POP = MOLECULE

Molecules break. They are fragile. They have no strength. They are disposable.

POP = PHENOMENON

PHENOMENON = MOLECULE

MOLECULE = DISPOSABLE

POP IS DISPOSABLE

The strength of pop lies in its very disposability because the life span of pop product is short, a pop performer/artist can avoid actually becoming his/her product.

Indeed, because of time lapse between idea, execution, and release of product there is a very definite distance between the pop artist and his product.

IDEA #1 leads to PRODUCT #1

By the time that IDEA #1 has been translated into PRODUCT #1, IDEA #1 should have been superseded by IDEA #2.

PRODUCT derives from NEED FOR EXAMPLE (Ego-gratification + Power + Neurotic need for love and affection). Pop performer/artists are mirrorchists (der. mirror

masochism). Or else they are businesspersons. Both fame and financial success are dependent on repetition of formula.

FORMULA leads to REPETITION.

PRODUCT #1 = PRODUCT #s 1+

IDEA leads to PRODUCT

IDEA #1 = IDEA #1=

ONE IDEA = ONE PRODUCT

Due to repetition of formula

PERFORMER/ARTIST = OWN PRODUCT

STAGNATION

POP is ideas. Ideas cannot be identical, if ideas are revealed to be identical then there is only one idea.

IDEA leads to PRODUCT.

If performer/artist has one idea, then they will be remembered for essentially one product. Perhaps it is a very good product. If it is, it will be used as a basis for other performer/artist's ideas and will enter general history.

But if performer/artist wishes to be accepted, ego-gratified etc., or indeed have some kind of career, then his/her products must be distinguishable from one another.

ONE IDEA = ONE PRODUCT

ONE PRODUCT can be marketed 0 times. This merely takes up room on the shelves and clutters the market.

ONE PRODUCT leads to 0 releases.

PERFORMER/ARTIST = INSTITUTION

But a performer/artist must avoid becoming an institution.

INSTITUTION = STAGNATION



FORMULA $IDEA = PRODUCT$ is
 not the only way to create a PRODUCT. It's
 a good starting point, but not the end.

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