

## SINGLE COPY



*(Single Copy at the CCA Tel Aviv, April 2014)*

**Single Copy** is an ongoing performance by musicians **Noam Rotem** and **Daniel Meir** (See both Bio at the end of the PDF).

**Musician Noam Rotem and sound designer Daniel Meir enter the lab and come out every 25 minutes with a new single, as part of a performance designed to expose the audience to the process of digital art. Some happy viewers will randomly win a unique creation.**

The event, to be held for 7 or 8 hours, is made up of 25-minute period. Every 25 minutes, Rotem and Meir enter an improvised musical laboratory built at the center and work on a new piece using various instruments, recording and mixing equipment, their voices, and the voices of the audience. At the end of each process, the piece is burned to a CD, it will be named, and given to a random and anonymous participant at the event. " We are recording on a tape recorder, so technically we are not able to save our work, and we have to erase it every time we start recording the next piece. The only documentation will be on that disk, which is given a serial number and certificate of authenticity one of the participants."

In the performance, we are dealing with one of the important questions regarding digital art, and we actually wonder about the process of selling it and what gives it value . Currently, its value is determined mainly by the serial number and certificate of authenticity , but the experience of watching a digital creation does not really change, even if we are watching a copy and not the original."

The individual who receives the piece, is able to do as he pleases with it. "He can throw it away to the nearest trashcan, sell it or use it for his wedding video,"

"In addition to what the viewers get from the event , is also intended for us," says Rotem . "It's a process that challenges us, and we are interested in finding out what will come of it. Also, the beauty of the performance is that Danny and I are not important in this process . Any artist can do it, and our dream is for artists to make this experiment elsewhere. What we have created is a system of rules and laws, and within this set of rules, anything can be done."

Why 25 minutes ?

"From our experience, this is the amount of time enough to create a good track , mix it, and burn it, and it is short enough so that the process is carried out under pressure ," explains Meir. "It is important for viewers to see that we really make an effort ," says Rotem , "part of the beauty and power of this is that the viewers watch the process and see that we are suffering a little, that we sometimes get angry. They are entering the mind of the creator and the physical creative process. It is an emotional roller coaster for us too: We are happy for something being born, and grieve for something that is gone prematurely, after the 25 minutes are over."

How will you decide who gets the single copy of each work ?

Meir: "Randomly, probably the first person we run into, or waiting near the studio ."

"When you create something you get attached to it , but then comes the moment when you have to part with it ... We think a lot about where all our ideas that remain on the editing floor go to, and the purpose of this event is to try to give them physical and visual representation ."



*(Single Copy at Mosrara Institute, Jerusalem, July 2013)*

## Abstract

At the heart of SINGLE COPY is a set of rules that puts the relationships between the artist, the piece, and the audience to the test, while alluding, in real-time, to loaded questions regarding the value and even the real existence of the piece. During the work, the artist struggles with the clash between his wish to create the best piece of work, and the time frame allocated to do so, as well as the sense of mourning he feels each time he sends the only copy of his creation to an unknown future.

He is deprived the pleasure of performing live, because he only gets to share the creative process with the audience, never the completed piece.

He must always continue to move forward, in a seemingly endless cycle. His victory is manifest only in his ability to maintain a creative spirit on the assembly line.

The only complete copy of the piece will be given to a random member of the anonymous spectators.

What will the person receiving the free piece by surprise do with it?

Would the manner in which he or she has received it reduce or increase its value in their eyes?

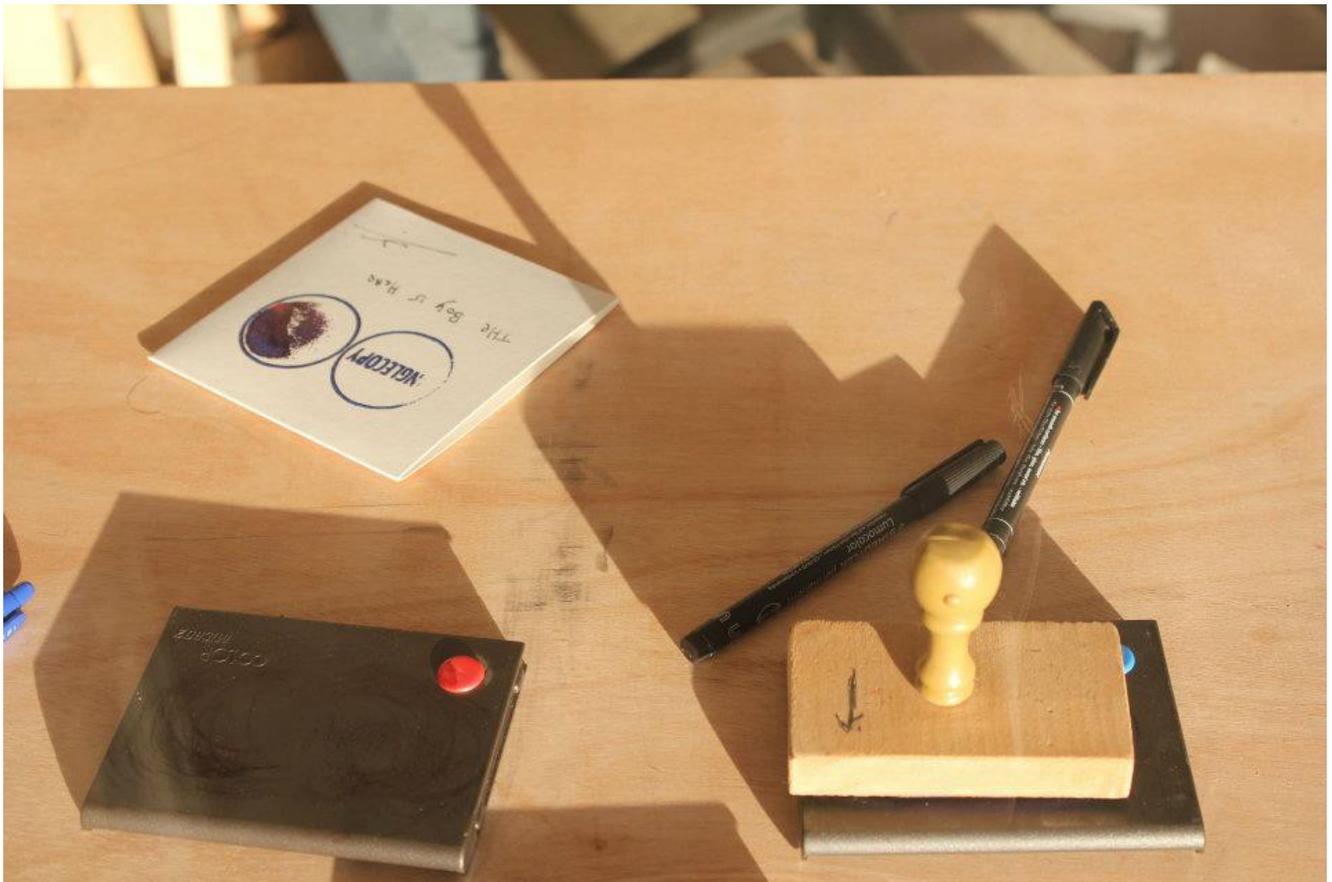
Would they throw it away when they exit, or will they decide to keep it? Would they share it with others?

The person receiving the piece has now become a part of the piece. He or she has now become responsible for its fate. They will be the ones to determine what sound a tree falling in the woods makes.



**For** the duration of 7 hours, in every 25 minutes, the musicians write, record, print, and distribute a new piece of music of any length and with various means, live on stage. The result is burnt onto a single serial numbered CD that is signed and given randomly to an audience member, who becomes the sole owner of the piece. They can exhibit it, play it, give it away, sell it, or throw it out. After relinquishing each disc, the artists record a new piece, deleting the old one in a process that repeats throughout the whole 7 hours. At the heart of Single Copy is a set of rules that puts

the relationships between the artist, the piece, and the audience to the test while alluding, in real-time, to loaded questions regarding the value and even the real existence of the piece.



*(Single Copy at Jessy Cohen, Holon, Israel 2012)*

## **SINGLE COPY – The Rules**

### **Manual**

- Within the next 25 minutes you must record, print, and distribute a new piece.
- All the musical instruments and microphones in the room are at your disposal to record a piece whose length you decide, using as many channels as you wish.
- Once you finish recording, use the CD burner to burn a single copy of the piece on a CD.
- Choose a name for the piece, and use a Sharpie to write it along with your name and signature on the CD.
- Place a sticker with a serial number on the CD.
- Place the CD in its cover and randomly choose one of the spectators to give it to (instructions for the person receiving the piece are printed on the sleeve).
- Rewind the tape and start a new recording overwriting the previous recording.
- Carry out the entire process described in articles 1-7, every 25 minutes, for a total of seven hours. (You may take a 10-minute break after a minimum of 3 consecutive executions of the whole process.)
- After completing the process for the last time, at the end of seven hours, erase the last recording and turn off all devices.



### **Owner's Manual**

You are in possession of the only existing copy of this piece, as well as the legal ownership rights to it.

The fate of this piece is in your hands, to do with it as you please. You may exhibit it, play it, give it, sell it, or throw it away.

If you choose to share it with others, we welcome you to do so and send us your single copy to: [singlecopy@gmail.com](mailto:singlecopy@gmail.com)



*(Single Copy at Jessy Cohen, Holon, Israel 2012)*



## Bio's

**Daniel Meir** is a composer and sound designer currently living in Tel Aviv, specializing in original music and sound design for video art, documentaries, film, and theater. He has been working with critically acclaimed video artists, film makers and musicians from around the world. Notably, he has collaborated on works featured in the Venice Biennale, on the Oscar nominees and Cannes winning film. His work can be heard daily in cinemas, museums and exhibits world wide. In addition to sound design and music projects, Daniel is one of the founders and the director of 'Halas Radio' an experimental internet radio station sponsored by The Israeli Center for Digital Art. *CV and Credit list can be found on [danielmeir.com](http://danielmeir.com)*

**Noam Rotem** is one of Israel's highly-regarded personal rock writers and performers. Noam started his musical career as the soloist for the groundbreaking band Ice9 [Kerah Tesha], which released several hits in the late 90s.

Noam has released four solo albums all of which won high critical acclaim, and several prizes includes "best album of the 2000-2010 decade" (for his 2th album), and "best album of the year" (for his 3th album). He was nominated for two theater award prizes for writing music and performing in the play "Phaedra in love", and won the ACUM 2009 award for creative encouragement.

Wiki: [http://he.wikipedia.org/wiki/%D7%A0%D7%A2%D7%9D\\_%D7%A8%D7%95%D7%AA%D7%9D](http://he.wikipedia.org/wiki/%D7%A0%D7%A2%D7%9D_%D7%A8%D7%95%D7%AA%D7%9D)

