

# **Press Release**

emiTten.co

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Release date 22<sup>nd</sup> May 2020

**Artist** mr gee sweet

Title three saucer sympathy

## emiTten.co + saucers



This is the third emiTten.co release, the second for mr gee sweet.

mr gee sweet's first, "follow the sugar to the gee" was a finalist in the 2019 APRA AMCOS New Zealand Jazz Composition Awards.

"the three saucer sympathy" is a prelude to an album and storyline called "rhapsody for a new old queen" within the electro-classical genre.

The audio combines orchestral instruments, digitally sourced with electronically altered versions. Other sounds were created to provide setting, imitating seagulls, gizmos, robot blips and overhead jets, under its secondary role of future soundtrack.

Classical music would not typically head into these territories, so "the three saucer sympathy" is categorised as electro-classical.

Under the influence of these digital manipulations the result is a broader listening experience than a classical work could deliver.

As an early release from the album it is a statement of intent. It asks if the ingredients and cooking methods used to serve this work have produced an enjoyable or exquisite culinary experience? That it be rejected by the purist classical audience is definitely not the hope of the composer.

With the music in the can a simple video was required to facilitate public access from video as well as audio only streaming hosts. A lesser impact video would provide greater audio focus, the audio being the primary entity of focus for the task of gathering support and partnership for a much larger project.

All that was set, to change.

Video production was intercepted by the instruction to get locked down due to the



pandemic. The opportunity to apply a refocussed visual strategy presented itself and was allowed in.

A cast was selected from household items that always had little else to do. Those with vivid colours (per the emiTten.co standard to date) were selected first, three saucers from espresso cup and saucer sets were about to become stars, much to the dismay of the cups.

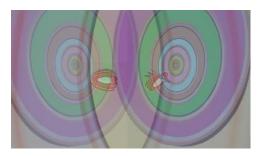
The video's new intent is to align with the sentiments aroused by this strange global event. Empathy and sympathy, wrapped up in a message of hope as we re-emerge in a calmer mental state with clearer and

revised priorities that care for our planet and all of its inhabitants.

"the three saucer sympathy" title fell from that reassembly. The video version of the musical work is now a stand-alone statement acknowledging the covid adjustment, titled; "the three saucer sympathy – covid infusion".



The result is experimental audio underpinning a mesmerising, kaleidoscopic and somehow calming long play video with a social statement.



It is still an isolated prelude, asking for attention to the original storyline and album, now with a spectacular visual accompanist and its own evolutionary story.

#### About emiTten

emiTten.co represents of a number of virtual artists, currently all under construction.

On their website are comments declaring the recent actions and thoughts of these VA's, these statements are fictitious character development.

Experimenting with artificial intelligence to apply to these virtual artists is happening alongside the character development. How these VA's roll is the design to be applied based on each character, which will become their Al configuration at birth.

They will "come alive" one day and no one should notice. In effect, emiTten.co is creating each VA's back story from the future, that will transfer over on their boot date.

Some people consider the music emitting from emiTten.co as strange, which is taken as a compliment. They are thanked for listening and having an opinion. Not all music is made to the same shape and size, but similarly shaped and sized music is music.

emiTten.co seeks to get more people involved in media creation, not just music and video, but any category of media by opening up its open source studio platform to others via the Cloud. The art of other creators will fill out the site, with further reaction as strange or not, who knows!

Currently the website is a platform supporting the works that have emerged from this studio, while private. The process of creation to market is being automated through to monetised receipts, to the extent where no prior experience is required as you can engage support from a skilled community.

The concept of virtualising the performance artist is an additional creative option that adds an exciting dimension, called indirection in software. It isolates the work from the organic (human) creator who remains free to roam any art form without being pigeonholed, as happens in the organically represented art world.

# **Grant Hughson**

Musician in many bands in the 1980's and 90's

Founder of a few tech outfits in the 90s and 00's

now emiTten.co.

music Bio is here.

professional bio LinkedIn

### **Audio details**

Release date 22<sup>nd</sup> May 2020

**Genre** Electro-Classical

**Composer** Grant Hughson

IRSC NZRI11903457

Label emiTten.co

UPC 195079600401

**Barcode** 

YouTube name mr gee sweet - the three saucer sympathy - covid infusion

YouTube link <a href="https://www.youtube.com/watch?v=HwmoXrsGG0c">https://www.youtube.com/watch?v=HwmoXrsGG0c</a>

YouTube from emiTten.co https://emitten.co/video

more information <u>email</u>