

THE ARCHIVISTS @newmodels_io

BASED OUT OF BERLIN, CAROLINE BUSTA AND LIL INTERNET FOUNDED THE CULTURAL AGGREGATOR NEW MODELS TO DELIVER A HUMAN-DIRECTED SELECTION OF INFORMATION OUTSIDE OF THE ALGORITHMICALLY DETERMINED STREAMS OF TODAY'S MEDIA LANDSCAPE.

Streamlined global supply networks plus the proliferation of high-speed internet in most urban centers have brought us peal ccess to stuff. However, the tradeoff has een a massive loss of local context (not to ntion the carbon cost of transport and oduction). Want the new Yeezy sandals a eek before the official launch? Want an ron Maiden 1984 "World Slavery Tour" t-shir in 76 hours? All possible! But good luck recreating the full context for these signifiers. In part, the resurgence of the archive may be driven by this desire for context—as value, particularly in fashion, is often predicated on knowledge of the original context. For those who can create strong signals, the act of aggregation (context-crafting) is ually if not even more valuable than the production of the original objects.

An unfathomable amount of data has been generated and archived online over the past 5 years, leaving an informational muck that feels impossible to navigate. One can visualize trillions of informational particles randomly arranged in a thick layer essentially, a digital topsoil capable of fertilizing a more context-centric internet.

With New Models, we're not sharing our personal archives so much as collectively generating a context-rich archive in real-time. While much of our community xists digitally (on Discord primarily), the nost valuable archival items New Models nas produced have been formed through act of devirtualization. For instance, two creative directors within the NM community, Bryan Wolff and Marc Vermeeren initiated the swarm-produced "Decade Brain: New Models 2010s" last year, capturing the community's timeline impression of the 2010s. This massive Google Sheets doc was then used as the basis for a collaboration with Bjarne Melgaard. Most recently, the NM community collectively archived their digital experience of 2020 in printed book-form as the NM Codex Y2K20, thereby saving it from its otherwise inevitable fate of turning to digital dust as present-day platforms fade from use."

