

RROSETTA

*a generative zine printing
programme that uses the sent
emails of users to create unique
personalised publications.*

go to
RROSETTA.CO.UK
to sign up and get yours

In the 70s and 80s,
computer scientists
and enthusiasts were
worried that they lived
in a world where all the
computational power
was held in the hands
private institutions
- the university and
research labs, and the
large corporations.

They were concerned
about access and
how computing would
shape the structuring
of political power.

Now we have the big
four:

Amazon
Apple
Facebook
& Google

“Rose Sélavy,” also spelled Rose Sélavy, was one of Duchamp’s pseudonyms. The name, a pun, sounds like the French phrase Eros, c’est la vie, which may be translated as “Eros, such is life.” It has also been read as arroser la vie (“to make a toast to life”). Sélavy emerged in 1921 in a series of photographs by Man Ray showing Duchamp dressed as a woman. Through the 1920s Man Ray and Duchamp collaborated on more photos of Sélavy. Duchamp later used the name as the byline on written material and signed several creations with it.

One could say
that programming
became programming
and software
became software
when commands
shifted from
commanding a
“girl” to commanding
a machine. The
image above
reveals the dream
of “programming
proper”—a man
sitting at a desk
giving commands
to a female “operator.”

—Wendy Chun

By consenting to use Rrosetta, your emails will be analysed and your zine will be produced automatically from content scraped from around the web.

Four sentences that seem to typify you are taken from your sent emails and printed in the back of each zine.

There is no guarantee that Rrosetta will produce anything worthwhile or anything at all but you are encouraged to try.