

# ISSUE ( 001 )





## Index

Foreword	p4
Introductions	p7
Serious Toys	p9
The Availability Paradox	p10
Evolution of the Sneakerhead	p12
(re)write reality	p13
design, demystified	p17
Upcoming Issues	p21

DeepObjectsIssue001

DeepObjectsIssue001

DeepObjectsIssue001

DeepObjectsIssue001

DeepObjectsIssue001

DeepObjectsIssue001

DeepObjectsIssue001

DeepObjectsIssue001

DeepObjectsIssue001

DeepObjectsIssue001

DeepObjectsIssue001

DeepObjectsIssue001

# FORWARD

by David Stamatis — Founder

This is a deeply personal examination of artifacts we surround ourselves with, and how our relationship with those artifacts is mutating alongside the mass-digitization of our lives.

As lifelong admirers, collectors, and makers of beautiful objects, we feel we are approaching a critical moment at the intersection of design, technology, and creativity. Now a single scroll can take you past iconic works of art, utterly unoriginal copies of copies, ads for tools that promise to make you into a world-class “creator.” The very platforms we use to connect, share, and make things of value are built on code that mines our taps, follows, and likes to create multiples of that value.

How are we meant to determine the value of things when the technology used to make things of value is the same technology undermining the value of those things?

At the same time, we’re on the cusp of a quiet revolution. Through deep learning, machines have found their muse. By training AI on centuries of things we’ve thought and made, what we’ve unwittingly done is turn the lens back on ourselves.

Throwing spaghetti at the wall to see what sticks used to take serious man hours. Now, all it takes is a text prompt and a click. Journey down the #Midjourney or #DALL-E rabbit hole and you’ll find: it is our hopes, fears, hot takes, and idle daydreams that have become the data. Often in fascinating, unsettling, and unexpected ways.

It’s these themes that sparked the creation of DEEP OBJECTS.

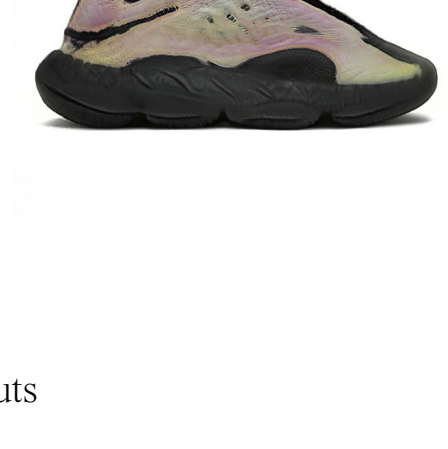
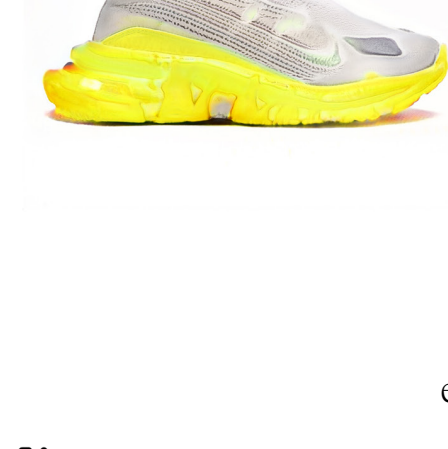
Our aim? Create a decentralized design studio. A community of curators united in the mission of testing the ever-shifting frontier of design and technology. The first studio of its kind founded around the mission of making the discipline of design more equitable, inclusive – and above all, interesting to more people.

Our first COLLECTION will be a collaboration between machine and [hu] man. A true experiment into the unknown. One that tests the potential of machine-learning. Our community of curators will be granted access to our model and given free rein to run the program ad infinitum to see what miracles and monsters might emerge.

And through that fuck-it-let’s-see-what-happens process, we hope to generate: 1/ more interesting outputs by including more interesting inputs (by which we mean, more perspectives), and 2/ perhaps even uncover some insight as to what the hell all these technologies might mean for us. (As makers and collectors of beautiful things, yes – but also as humans who have to exist in this post-postmodern reality.)

We will begin this exploration with what is, to many, the most ubiquitous design object of all: Sneakers.

Welcome to DEEP OBJECTS.



editor selects of DeepObjects outputs

# Introductions



## Sneakers.

**There's no more fetishized design object in culture today. No collector's item is as coveted. Inspires as much envy. Outrage. Ecstasy. They have successfully navigated the tightly-drawn rope that divides accessibility and exclusivity.**

“ My philosophy as an artist is that there's a line in the sand. This generation may value sneakers more than a Matisse because [the Matisse] is not attainable.”

— Virgil Abloh

**For many, they are the ultimate gateway drug. Collectibles that have made design as a profession and a passion aspirational for a new generation.**

**Kids used to want to be like Mike. Now, they want to be like Virgil.**



“Toys are the preludes to serious ideas.”  
— Charles + Ray Eames

# Serious Toys

Obsession with detail. NASA-level materials and fabrication. Absurd, otherworldly concepts. Impossible to get a hold of and –at times– obscenely expensive.

You’ll find the same principles applied to a Caravaggio, a Noguchi lamp, an Eames lounge chair, a Porsche 911, or a haute couture gown.

Sneakers have become feats of sculptural engineering. Poetry in construction. Theory honed through application and iteration into a new form of craft.

And as the standards of design have been elevated, so too have prices and the stock of deadstock.

What started out as humble markers of rebellion have mutated into badges of identity that we project our sense of selves onto. Before reaching their final form: status symbols suited for the off-duty style of a new class of inconspicuous elites.

# The Availability Paradox

**BUT IN A DAY AND AGE WHEN INSPIRATION CAN COME FROM EVERYWHERE AND ANYWHERE — WHEN YOU CAN BECOME DISCOVERED, FOR COPYING — WHEN SHALLOW RESEARCH IS BEING MADE ALL THE MORE EFFICIENT BY DEEP LEARNING — AND COLLABS AND EDITORS-IN-RESIDENCE HAVE REPLACED THE ALL-POWERFUL AUTEUR — WHAT IS THE ROLE OF THE DESIGNER? — OF THE COLLECTOR? — OF THE BRAND? — WHAT'S REAL? — WHAT'S FAKE? — WHAT'S WORTH THE HYPE? — AND WHO GETS TO DECIDE? — AND THE MILLION-DOLLAR QUESTION — WHEN EVERYONE WITH A TWITTER HANDLE IS A CRITIC, AND DESIGNERS ARE CONNECTED TO THE COMMUNITIES THAT FOLLOW THEM LIKE NEVER BEFORE: WHO GETS TO CLAIM OWNERSHIP? — AT TIMES, THE CULTURE CAN FEEL LIKE AN ECHO CHAMBER. — AN ENDLESS FEEDBACK LOOP OF DESIGN-BY-COMMITTEE, GATEKEEPING, AND RESELLING — IT'S A SHIFT IN POWER — ONE ACCELERATED BY TECHNOLOGY.**



## **Sensitive Content**

**This object contains sensitive content which some people may find offensive or disturbing.**



# Evolution of the Sneakerhead



## BEFORE WEB

find fellow heads @ skate parks / sneaker shops  
(slam, thrasher)



## WEB 1.0

community moves online  
(skate videos, niketalk forum, ccs catalog)



## WEB 2.0

collectors become co-creator / commentator  
(ig, tiktok, branded collabs)



## WEB 3.0

collectors become curator / collaborator / co-owner  
(nfts, ml, ai)

# (re)write reality—

Thanks to technology. We've all become unstuck. Take a look at the zeitgeist and you'll find: multiverses have never been hotter.

see: *Balenciaga x Fortnite* <sup>(1)</sup>, *Everything Everywhere All at Once* <sup>(2)</sup>, *Multiverse of Madness*, *Rick & Morty*, *Spider-Man: No Way Home* <sup>(3)</sup>, *AND Into the Spideverse*, *WandaVision* <sup>(4)</sup>, *BioShock 1,2*, and *Infinite*, the list goes on and on...

What was once a thought experiment for theoretical physicists and sci-fi conventions has become the collective fantasy of our times. No fan-favorite character need stay dead. Had a shit day? Don't worry. There's probably a parallel version of you out there killing it. As a storytelling device, multiverses allow us to explore every possible permutation of ourselves. Every branching path we could have taken had we just chosen door number 1 instead of door number 2. Swiped left instead of right.

What are constants? What are variables? What does it all mean? Let's play this out:

(1)



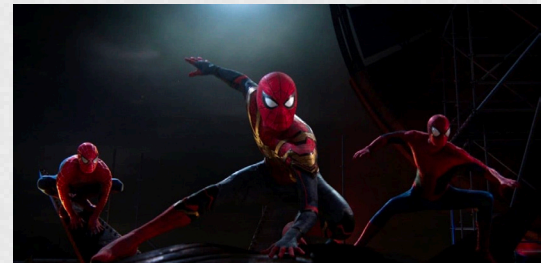
Balenciaga x Fortnite  
Fall/Winter (2021)

(2)



Everything, Everywhere All at Once  
A24 (2022)

(3)



Spider-Man: No Way Home  
Columbia Pictures & Marvel Studios (2021)

(4)



WandaVision  
Disney+ (2021)



MINDFUCKERY  
HAS BECOME THE  
AESTHETIC  
DU JOUR.

**“ When I think about an infinite number of universes, I just think about meaning and narrative breaking down.**

...

**But there’s something about the multiverse that’s relatable these days, when everybody is living out multiple lives on the internet, depending on which username and platform you’re on, and you’re also stumbling into other people’s bubbles and subcultures.**

...

**So there’s something about it that feels not that high concept.”**

**- Daniel Scheinert.**

**No longer bound by the limits of IRL vs. URL.**

...

**We are moving into a new state of being:  
the HYPERREAL.**

...

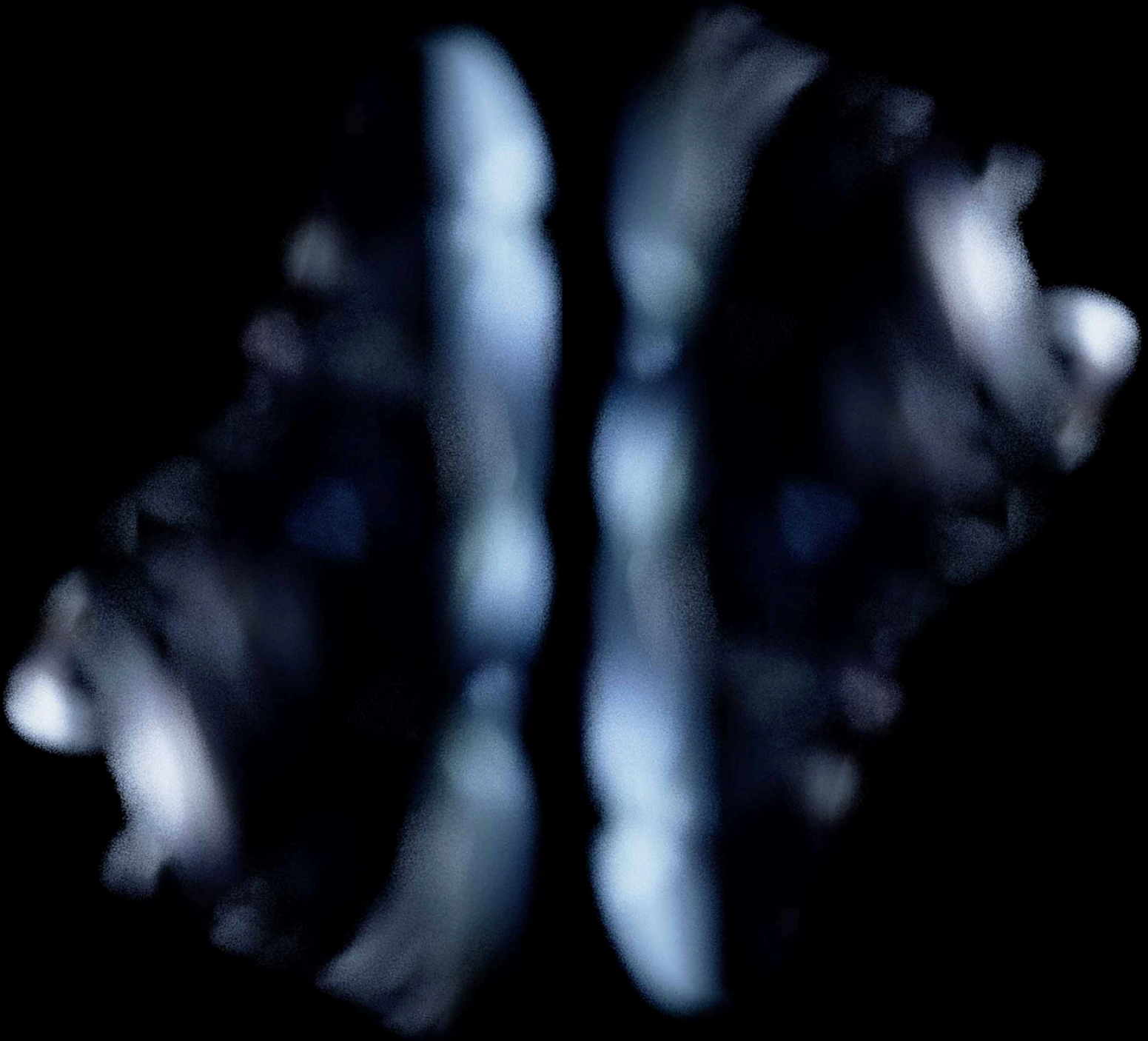
**Liberated from the constraints of space, time, the biological code of our DNA, we can now be anywhere, anyone – all at once.**

...

**The only limit left?**

...

**Failure of imagination.**





# DESIGN DEMYSIFIED

Design has become the secret sauce behind every interaction we have. The invisible magic behind things we all take for granted. You have a designer to thank for every stitch you've got on, the virtual assistant you activated with your voice this AM, the spaces you enter and immerse yourself in – whether you're jacked into the Matrix or not.

What was once a rarefied profession has expanded beyond the realm of objets d'art.

In this new reality, designers have become essential workers. Who else are you going to call to translate code into command? Pixel into product? Branching paths into player choice or possibility into narrative? Who else is going to wade through the infinite barrage of mood images available on Pinterest to deliver next season's hot new drip?

Design is:

- (1) art meets science; function meets emotion
- (2) it's lightning in a bottle. creativity, codified into method
- (3) it's problem solving
- (4) it's a ritual
- (5) and, behind-the-scenes... an emotional rollercoaster made up of a series of itty-bitty existential crises

*(figure 19.1)*

## **THE CREATIVE PROCESS**

- 1. THIS IS AWESOME**
- 2. THIS IS TRICKY**
- 3. THIS IS SHIT**
- 4. I AM SHIT**
- 5. THIS MIGHT BE OK**
- 6. THIS IS AWESOME**

Figure 19.1

**Never has the process of design been  
less rarified or more aspirational.**



# DEEP OBJECTS.AI

## CONCEPT: DEEPOBJECTS.AI

WHAT: (noun). A decentralized design studio that consists of a community of curators united in the mission of testing the shifting frontier of design and technology.

WHY: (philosophy). The first studio of its kind founded around the mission of making the discipline of design more equitable, inclusive – and above all – interesting to more people.

HOW: (community). A new model of ownership that is sustainable, equitable, and interactive. Born out of a new methodology for collaboration, holders will serve a key function in shaping the final output of DEEP OBJECTS.

COLLECTION 01 will pair a community of curators with a machine-learning model. Through the process, 1 million possibilities or [ STRANDS ] will be whittled down to 1 final OBJECT.

## THEORY: DEEP OBJECTS: THE SERIES

An investigative series that aims to explore the ways in which technology and subculture are not just intertwined but symbiotic.

In an era where we have become the data and algorithms determine what see, hear, and buy, inspiration and creation are more entwined than ever before.

Today, technology offers creators new methodologies to apply to age-old techniques of inspiration, design, and craft, and collectors a peek behind-the-scenes at the process as well as a voice to join in on the conversation. But as we move from digital and physical to phygital and metaphysical, how does our relationship change with the objects we love and the people creating them?

This season: sneaker culture and the creative process go under the lens. Machine learning, NFTs – cheat code? Or gamechanger?



UPCOMING ISSUES:

- 001 introduction: introducing deep objects
- 002 intuition/ inspiration: shallow research / deep learning
- 003 design/ iterate: i am discriminator/ i am generator
- 004 produce/ prototype: real / fake
- 005 ownership/ identity: we are what we collect