

*for the love of art*

tannhäuser  
generative  
art  
museum

TCAM

ISSUE 01    DEC 2021    TGAM.XYZ



layers i /  
radiografía  
Objkt #245499

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Marcelo Soria  
Rodriguez

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Inauguration

The Future



# ABOUT THE TGAM

G009

Objkt #546755

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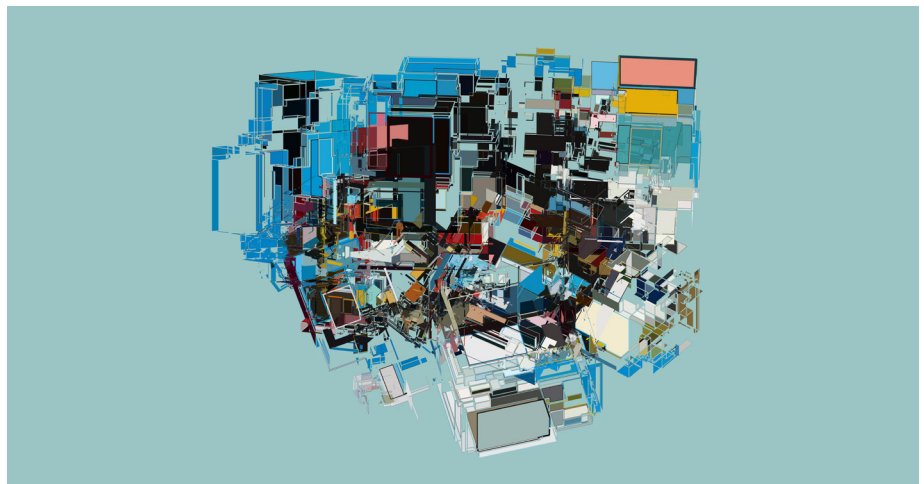
Synesthesia

Multipers\_Acid\_4122100

Objkt #571027

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Ismahelio



Welcome to the Tannhäuser Generative Art Museum. TGAM is a space in the metaverse dedicated to celebrate and promulgate art made by autonomous systems (non-human) that can independently create artwork. This is a nonprofit organization made just for the love of art and supported by Tannhäuser Gate.

Our goal is simple: to spread the word about generative art in all shapes and forms. We embrace any piece where humans interact with automated tools to create unique pieces.

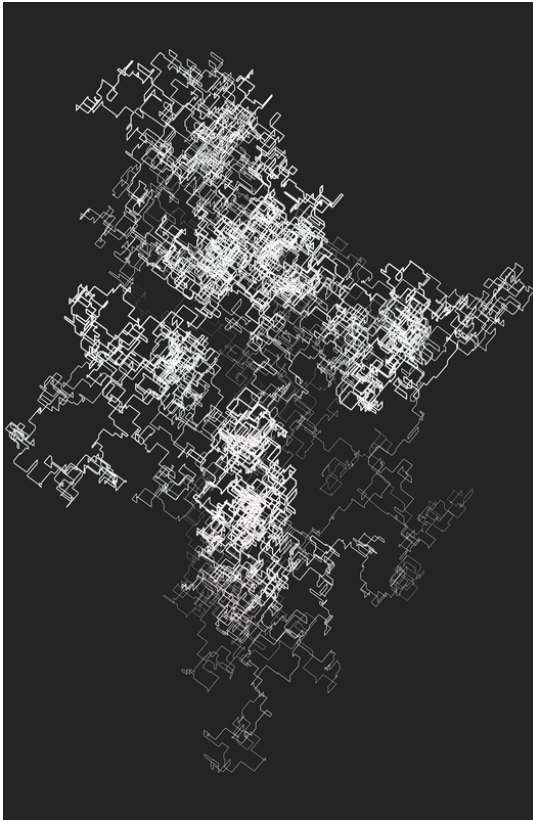
Blockchain has created the perfect playground for a digital renaissance: affordable computers and easy-to-use scripting tools are the icing on the cake for a revolution in the generative art like the world has never seen before. And we are here to talk about it and share this exciting journey.

**Join us. We're in this together.**

Garabato  
48265522  
Objkt #201301

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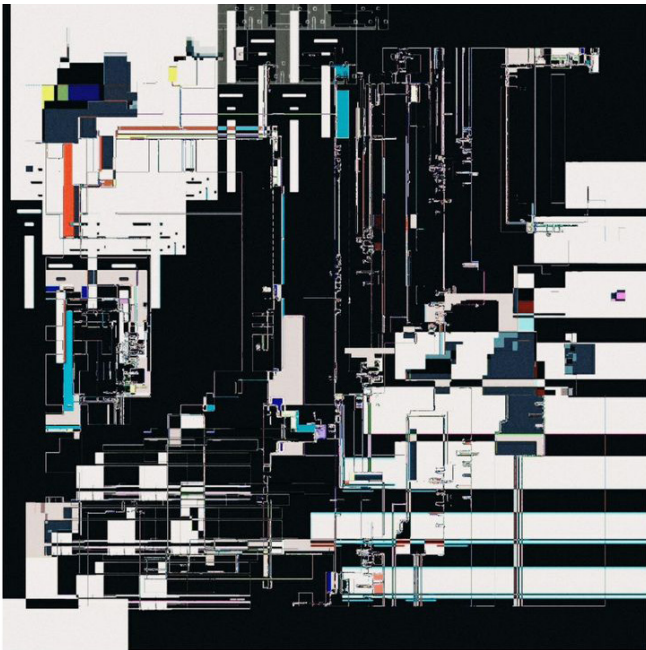
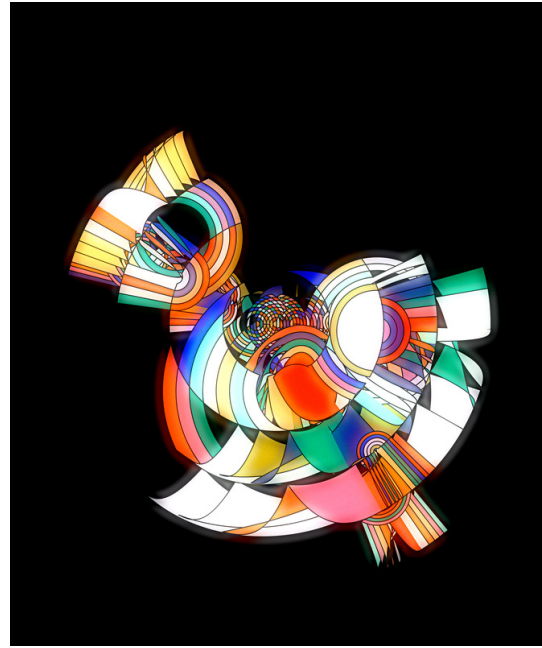
Ismahelio



script for a  
birdster's tear  
Objkt #336245

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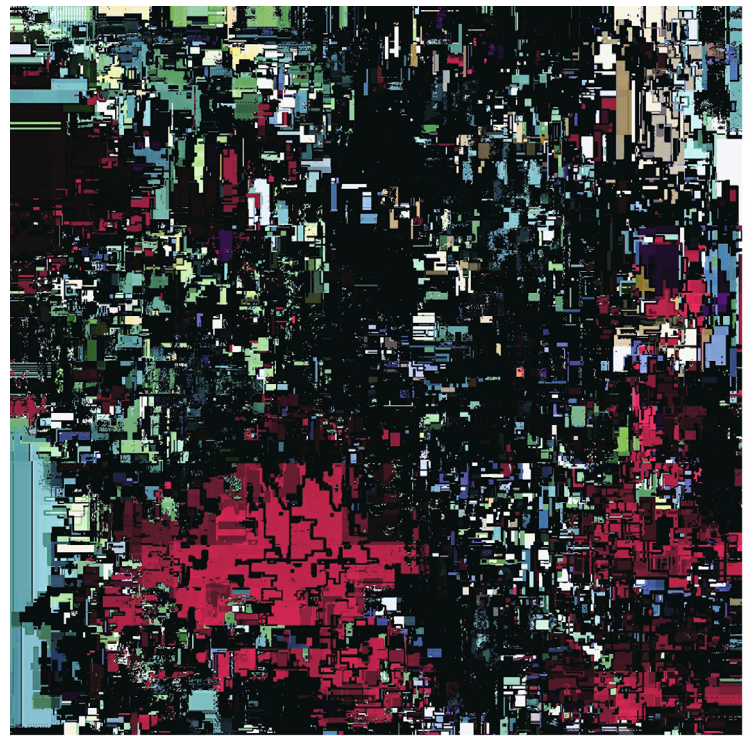
Marcelo Soria  
Rodriguez



The Blueprint  
Objkt #272278

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Synesthesia



Starling  
Objkt #326757

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Synesthesia

# FOR

THE

# LOVE OF ART

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The why is always a healthy question. Although art is timelessly present, it is dominated by human technological capabilities. In that regard, we are lucky to live the era of the digitalization of everything. That is something even early adopters can not fully comprehend, but as art maximalists we can and we do embrace the obvious and numerous benefits that this new era brings to art the community.

*“I’ve seen things you people wouldn’t believe. Attack ships on fire off the shoulder of Orion. I watched C-beams glitter in the dark near the Tannhäuser Gate. All those moments will be lost in time, like tears in rain. Time to die.”*

ROY BATTY - 6MAA10816

When our nomadic ancestors decided to settle down into an agricultural society, the idea of land ownership, homeownership, and real estate was born. In a mere 6,000 years, real estate has become the world’s largest asset class, and technological advancements developed contemporaneously improved our lives in many ways.

Despite this, the process of buying real estate has remained largely unchanged since Sumerians recorded property deeds on clay tablets. Recently, there has been a wave of blockchain-related technologies designed to streamline the process of buying real

estate, mostly by obviating things like title insurance and legal documentation.

Some of the same technological transformation that we have seen in other industries like transportation and communications are finally coming to the oldest form of investment.

The metaverse is here to change things in ways people wouldn’t believe. It’s the future for human relationships, and the TGAM humbly joins this movement to present his vision of art through the endless possibilities of the digital space.

MEET THE ARTISTS

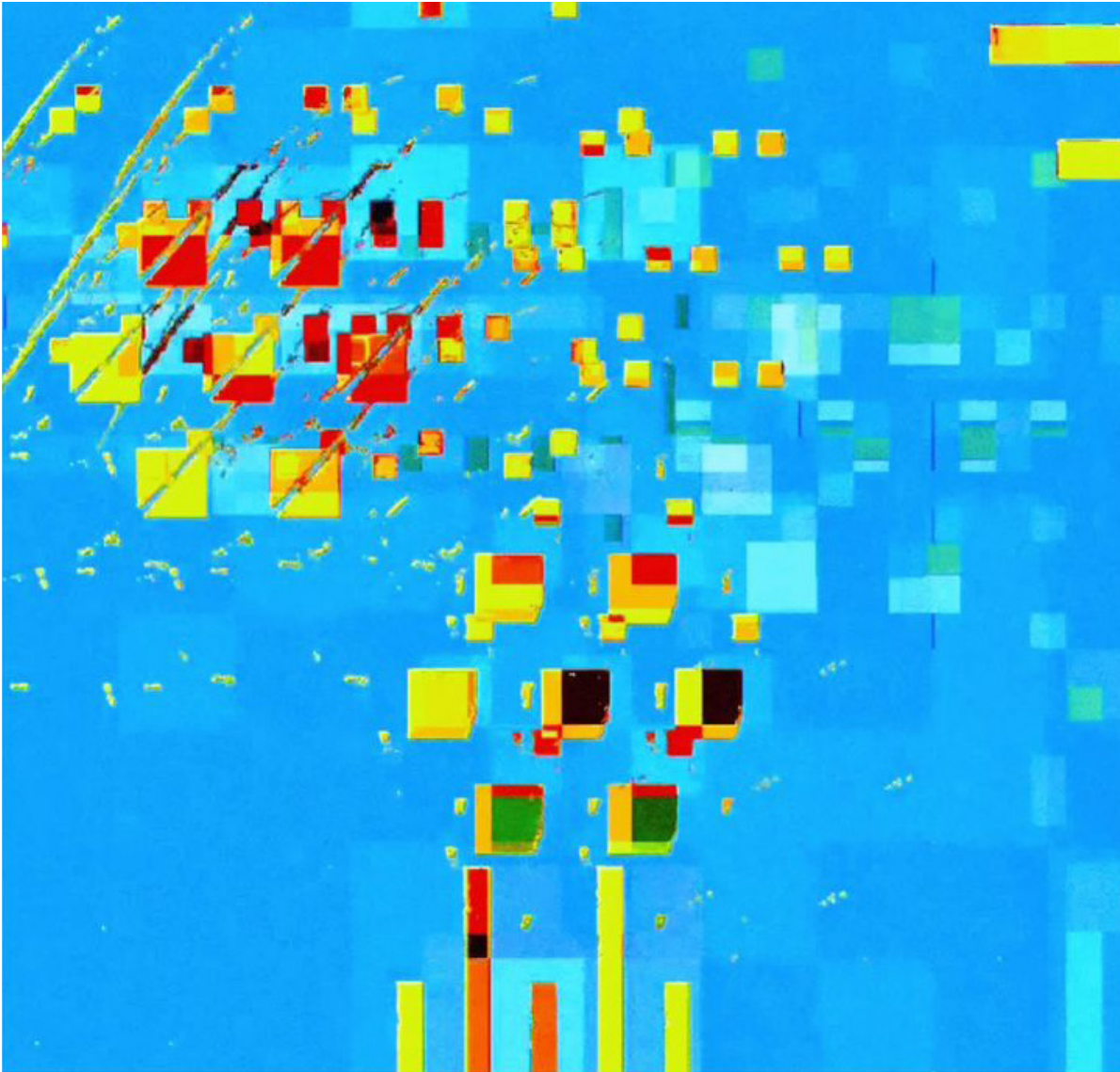
**Synesthesia**



**Marcelo Soria  
Rodriguez**



**Ismahelio**



B001

Objkt #261274

Synesthesia

## Synesthesia — Translating audio frequencies into the very fabric of the universe.

Using an experimental amalgam of analog hardware & digital processing, Synesthesia manipulates code to produce stunning conceptual poetics.

CV gate and MIDI messages inform custom Python scripts, sculpting the aural outputs from their array of modified vintage

and contemporary gear into an evocative hybrid of audio signals merged with generative digital visuals.

They seek to decentralize the distribution of audio art to a network of collectors, crafting a denouement of the traditional music industry models that fail to serve

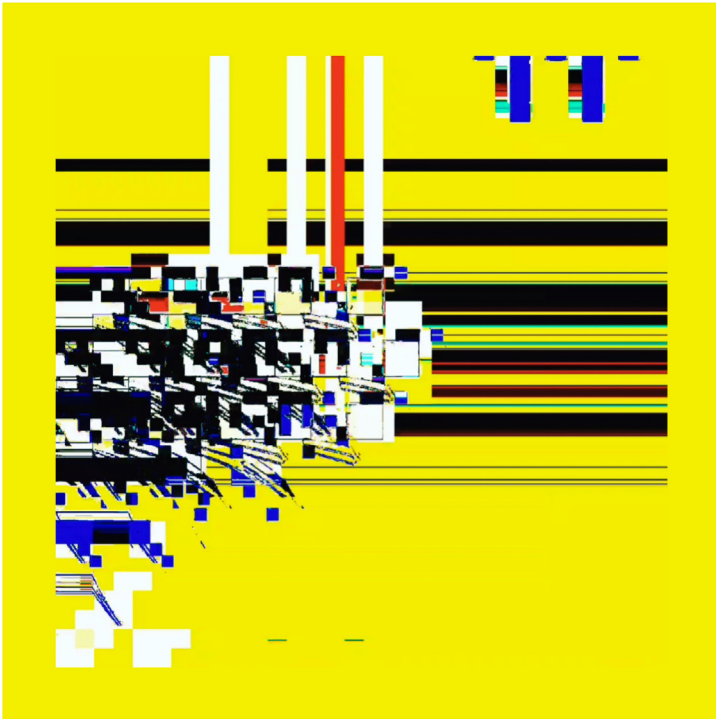
artists and fans alike.

This motivation, joining a passion for design and the creative use of technology, expands the scope of the work into the formation and care of a community, driven forward with a visceral energy and a tangible emotional and symbolic range. **Visit Synesthesia**

# Synesthesia

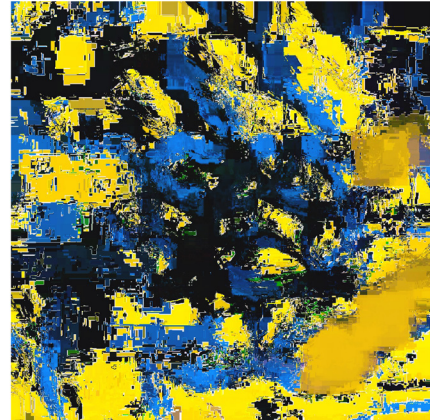
Y001

Objkt #257900



Humans teaching computers

Objkt #306449



Patches

Objkt #386763

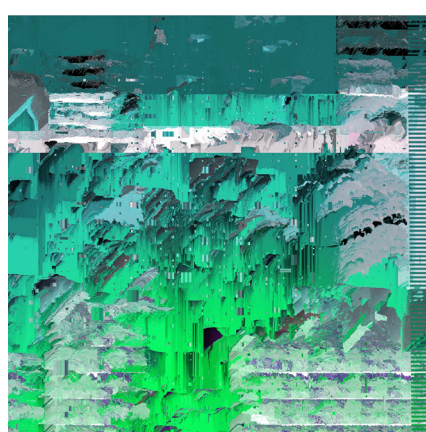
P009

Objkt #557474



P006

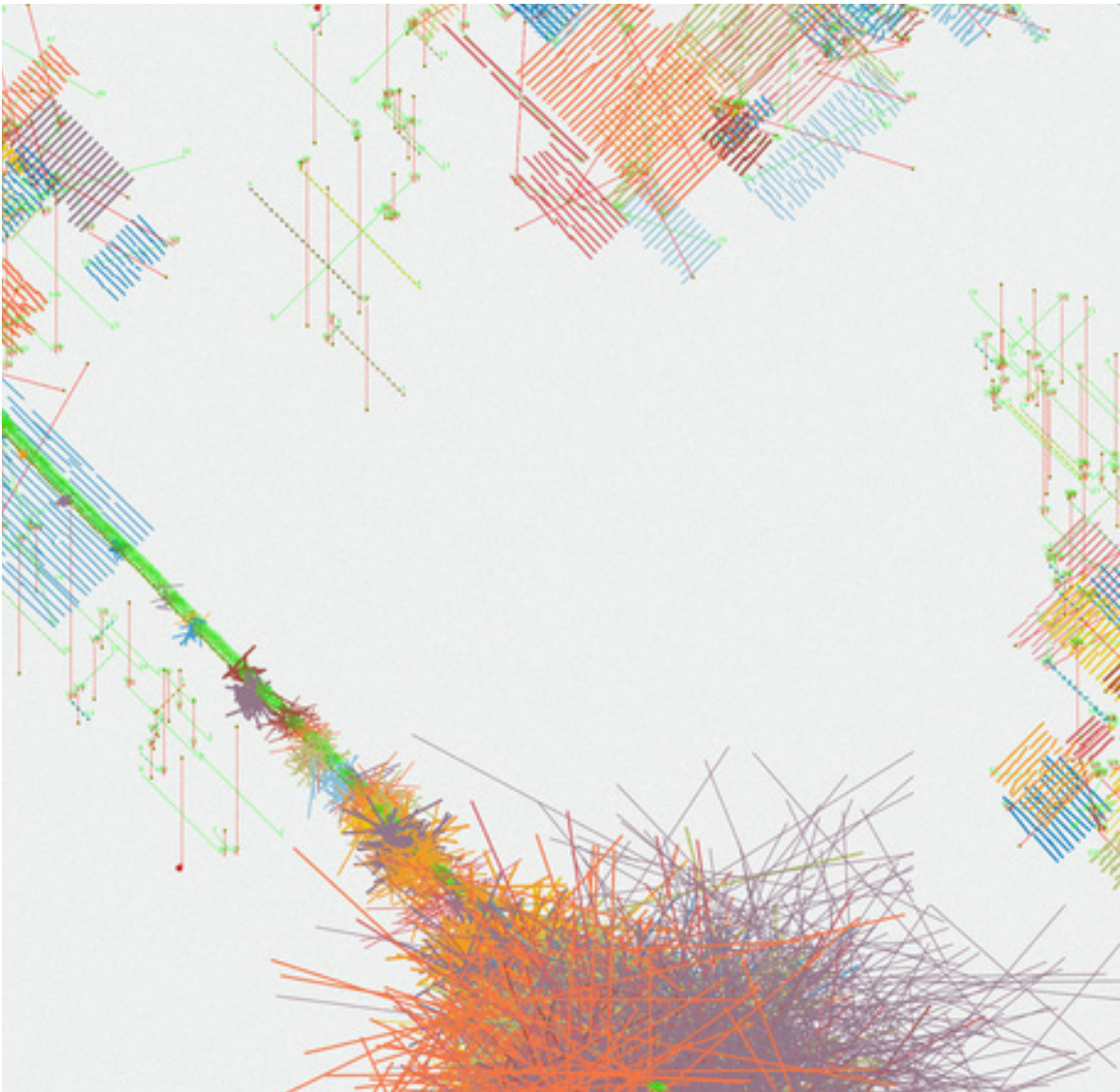
Objkt #557448



G010

Objkt #576127





debug500  
Objkt #506916

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Marcelo Soria  
Rdoriguez

**Marcelo Soria Rodriguez** — An artist, strategist and opinionist.

Marcelo is interested in the concept of the total cognitive space of systems. That is, the whole range of possibilities that a given system can cover and interact with. The role of technological advances in this regard with respect to society has been the focus of his work at innovation and strategy in a handful of companies, from small startups to large financial multinationals. The marriage of advanced

technology and human activities and habits raises questions that can only be explored in the fields of philosophy and the arts. Generative art is an exciting territory to explore these concepts. Creating artworks that expand over a given parameter space is an exciting endeavor that helps to reflect about the implications of the slightest of ingredients in a complex scenario.

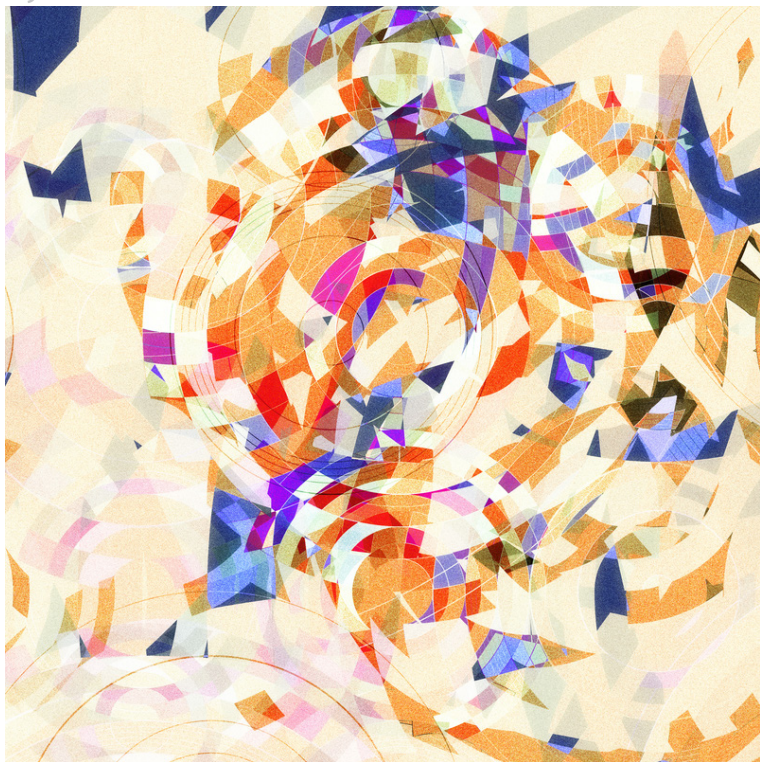
Also, it carries the question of whether we can move beyond human controlled parameters into a new territory where a synthetic being can exhibit a way of taste and emotions that can be understood by humans, and viceversa. Marcelo writes occasionally on his personal website, [iillucid.com](http://iillucid.com), about art, strategy and random thoughts around these topics.

**Visit Marcelo Soria Rodriguez**

# Marcelo Soria Rodriguez

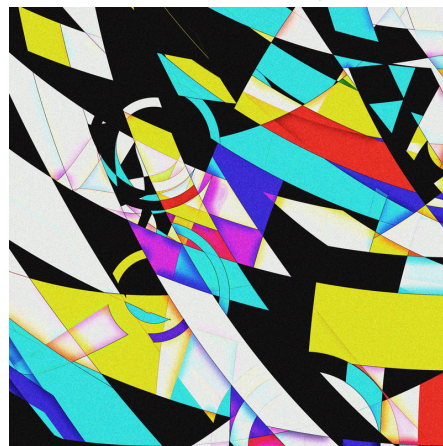
The four seasons in polycircle space: Spring - detail iii

Objkt #7099



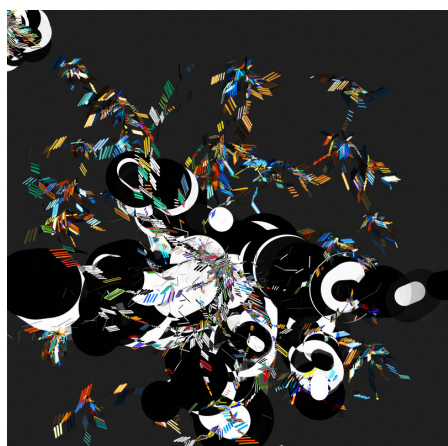
The four seasons in polycircle space: Spring - detail i

Objkt #23995



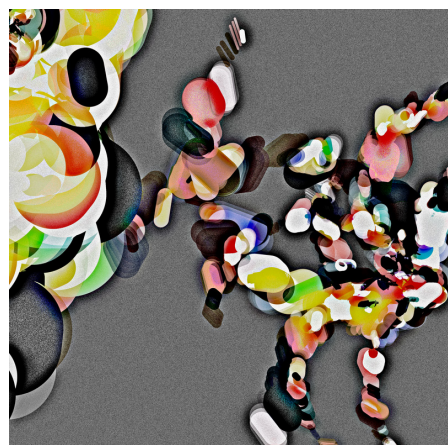
polyline creatures v

Objkt #439970



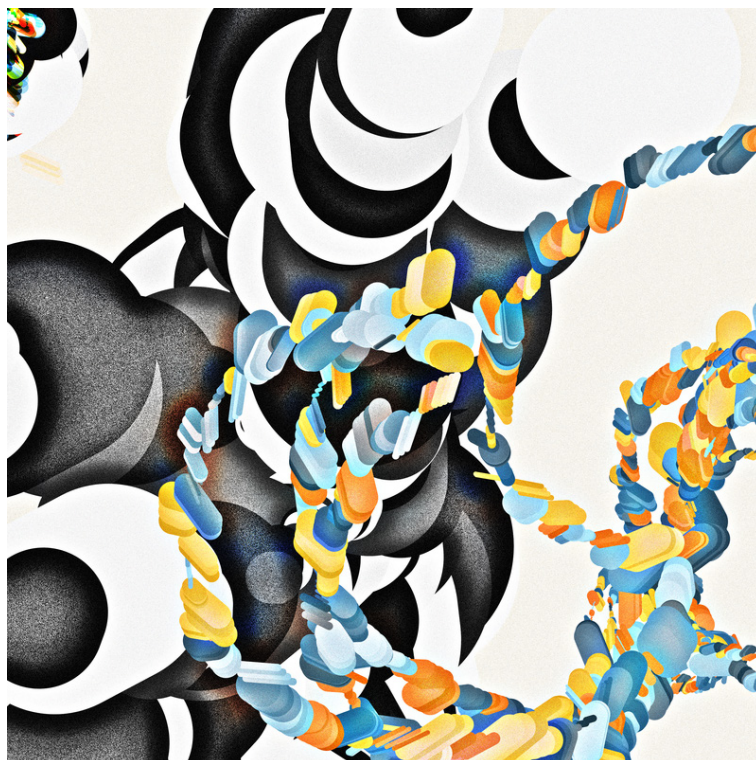
songs my mother taught me

Objkt #511610



polylines creatures iv

Objkt #340243

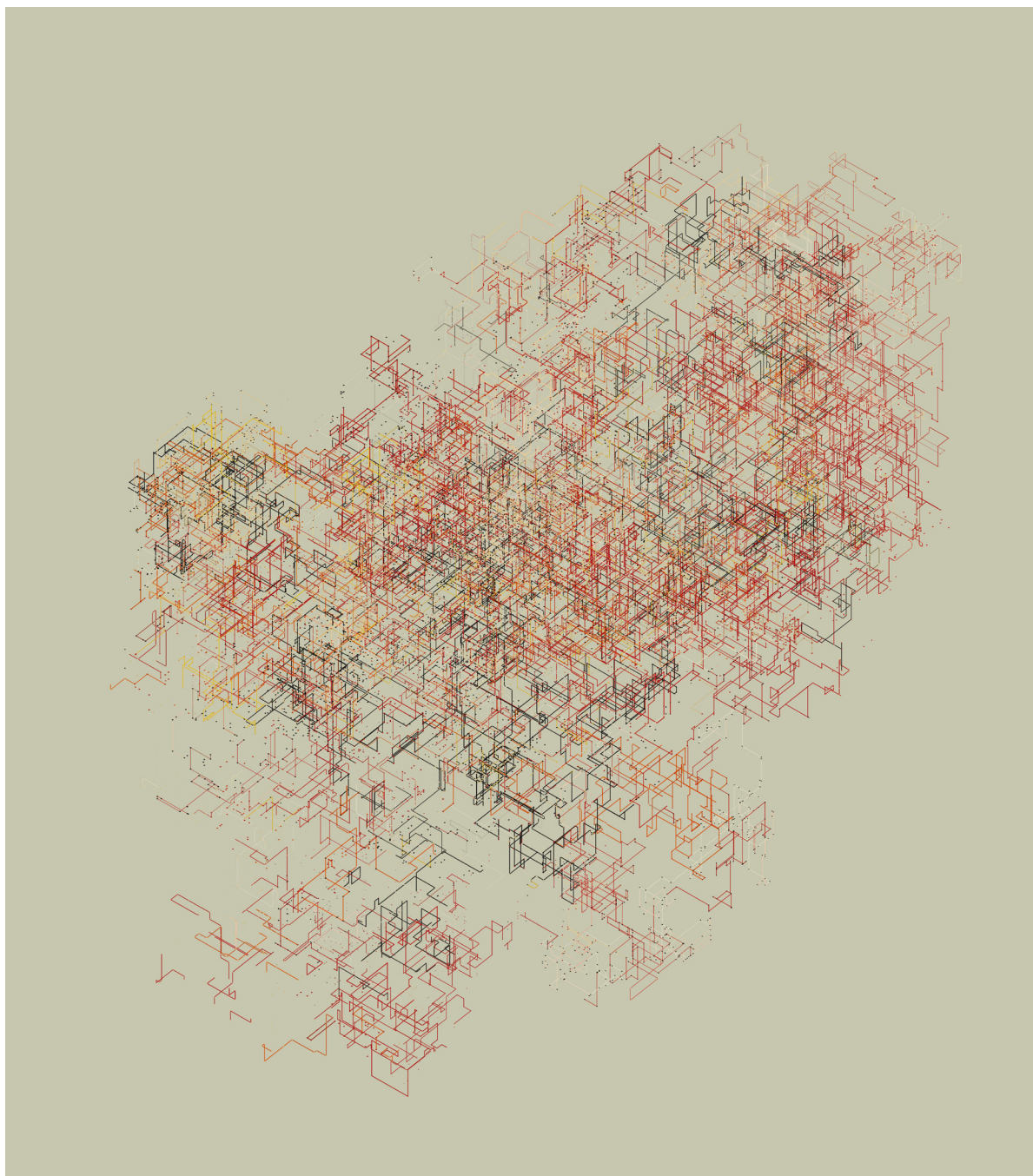


polylines creatures iii

Objkt #284333

Palazuelo  
33107060  
Objkt #223600

Ismahelio



**Ismahelio** — Geometrical compositions holding chaos and randomness within.

Formed architect specialized in parametric and generative design.

Ismahelio has worked and lived in Spain, Mexico, India, China and Hong Kong, being very influenced by the culture of these

countries. With a very strong interest for visual arts since very little, takes advantage of his high skills in computational design and love for geometry and latent spaces to create highly complex illustrations through coding.

He is obsessed with automated details, chaos within boundaries, semi-controlled randomness, and reproducing 3dimensional pieces represented as 2dimensional drawings.

**Visit Ismahelio**

# Ismahelio

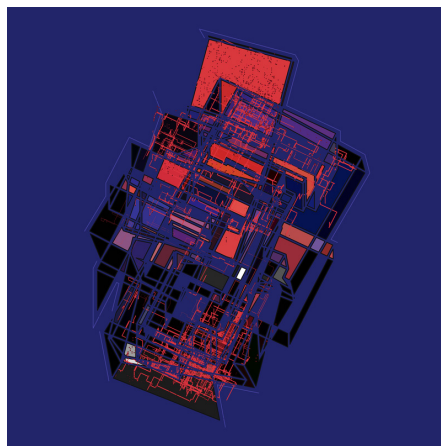
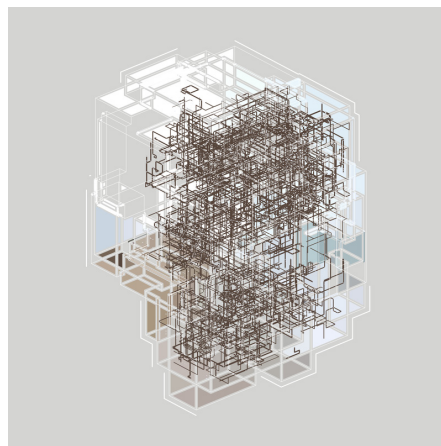
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Objkt #201301



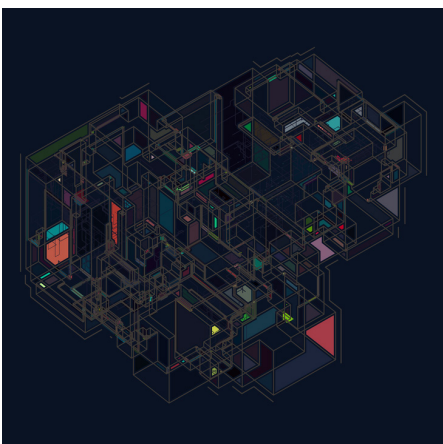
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Objkt #218162



Russo 00

Objkt #334986



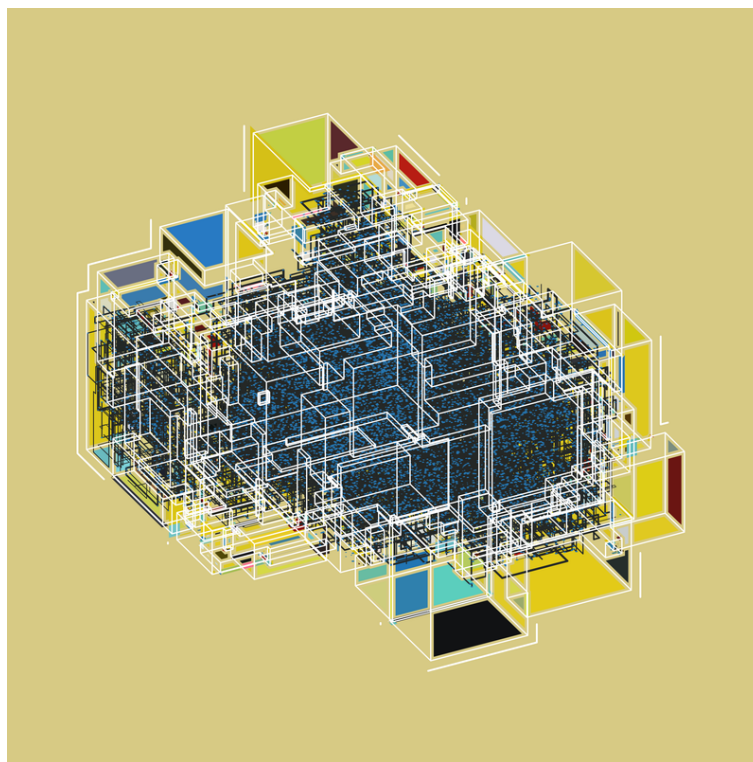
Hong Kong 69

Objkt #217350



LR Postcard - 01

Objkt #293082



Acidquiat\_18447166

Objkt #217819



*save the date*

**30.12**  
**20:00 GMT**

Our spot in the metaverse is ready. Join us in Miami (Cryptovoxels) for a very special inauguration with some surprises and a live DJ set by DETACH. Tune in at 20 CET and hang around with us while seeing pieces from our artists.



V007

Objkt #584241

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Synesthesia

Tannhäuser Generative Art Museum is an evolving idea that will challenge our preconception of experiencing, collecting and sharing art. Our goal is to participate in this new era by supporting generative artists in every sense. We will schedule four exhibitions a year: Spring, Summer, Autumn and Winter. If you are a generative artist and would like to showcase your work in TGAM please do not hesitate contacting us and telling about you and your project.



TEAM

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