

MICROSOFT MON AMOUR



7744 LINES TO DISCONNECT FROM THE INTERNET

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1. AUTHOR BIO

Hilarius Hofstede (Hilversum, NL, 1965)

Website: www.hilariushofstede.com - www.microsoftmonamour.com

Facebook: www.facebook.com/hilariushofstede

SHORT BIO

Hilarius Hofstede (1965) is a Dutch multimedia artist and author whose work has been shown in major art venues around the world. He recently composed the lyrics for the forthcoming album Mastervolt by legendary N.Y. funk band Defunkt, and is renowned for his dazzlingly experimental prose work *De Markies van Water*. Hofstede currently lives and works in Amsterdam. *Microsoft Mon Amour* is his first publication in the United States.

LONG BIO

Hilarius Hofstede (Hilversum, NL, 1965) is a Dutch multimedia artist and author whose work explores the tension between notions such as rationality and insanity, nature and artifice, animal and human, creation and destruction, and history and modernity. Hofstede studied film at the Ecole Supérieure de Cinéastes in Paris in 1985 and then followed a personal trajectory exhibiting in major European art centers, including the Stedelijk Museum Amsterdam and the Musée de la Chasse in Paris. With a career spanning two decades of activities ranging from museum installations and performances to short films, music lyrics, experimental prose texts – notably *De Markies van Water* (Pallas Press, 1989) – and the founding of the magazine Paleo Psycho Pop, Hofstede's aim is no less than to bring about a new beginning for art. He recently composed the lyrics for the forthcoming album Mastervolt by legendary N.Y. funk band Defunkt and is the originator of the ongoing and ever-expanding group show Bison Caravan, which travels the world and has thus far landed in five different countries, amongst which Mali and Brazil. Hofstede currently lives and works in Amsterdam. *Microsoft Mon Amour* is his first publication in the United States.



Photo © Wim te Brake



2. PUBLICITY CONTACT / REVIEW COPIES

For review copies of *Microsoft Mon Amour*, or if you would like to schedule Hilarius Hofstede for an interview or reading, please contact publicity agent Gijs van Koningsveld:

Email: gijsvankoningsveld@gmail.com

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3. PRODUCT INFORMATION

MICROSOFT MON AMOUR:

7744 Lines to Disconnect From The Internet

Author:

Hilarius Hofstede

Publisher:

Zip Records

Publication Date:

January 13, 2018

Format:

Paperback - 212 pages

ISBN:

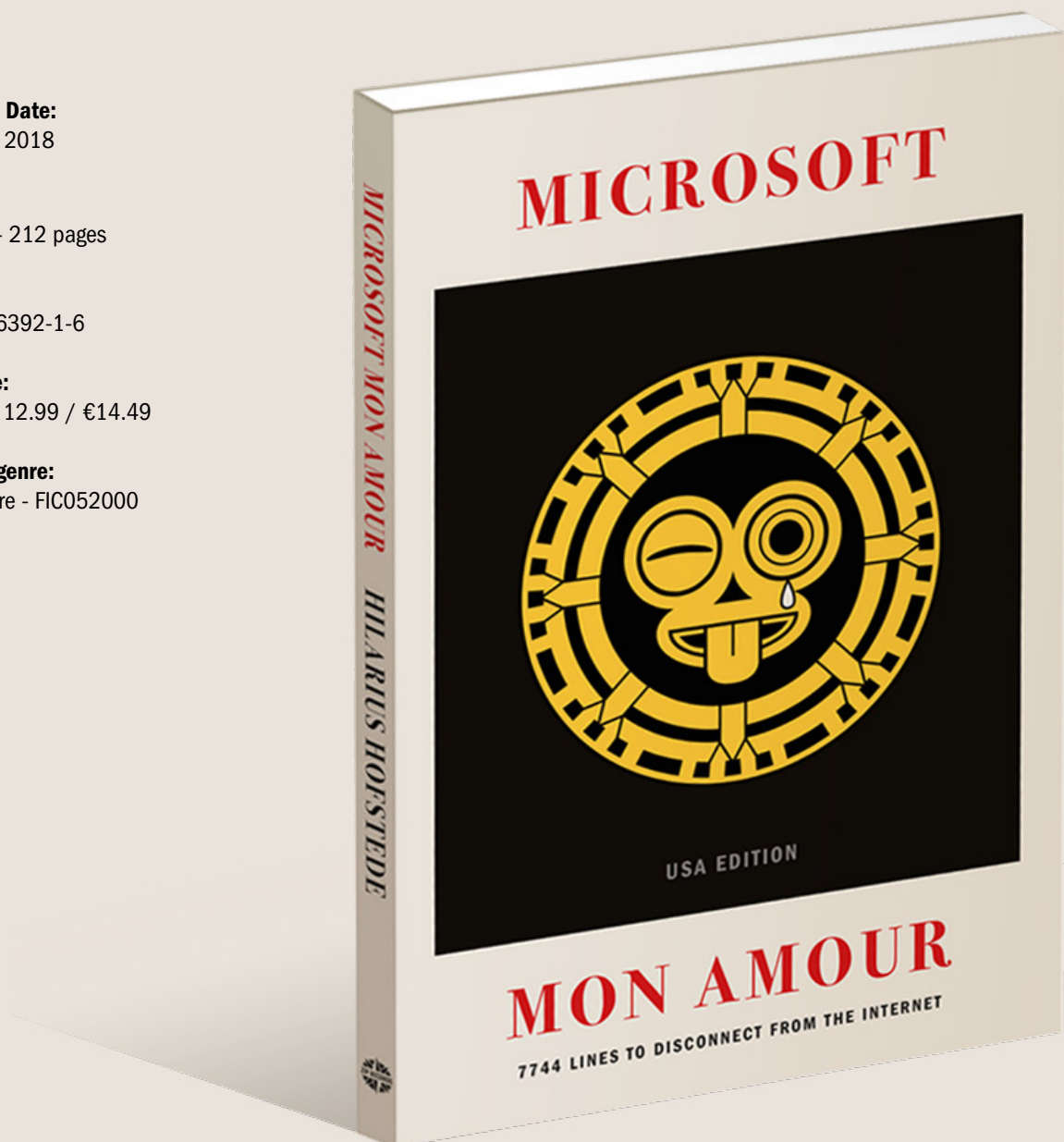
978-90-826392-1-6

Retail Price:

\$14.99 / £ 12.99 / €14.49

Genre/subgenre:

Fiction/Satire - FIC052000



4. PROMOTIONAL INFORMATION

SYNOPSIS

The perfect book for the modern attention span, with no plot to remember or characters to keep track of, *Microsoft Mon Amour* by Dutch multimedia artist Hilarius Hofstede dissects the age of digital mass communication and pop culture in gleefully subversive style. In 7744 one-liners best ingested and savored in small quantities, the text zaps from celebrity tweet to Paleolithic cave art, from Dr. Funkenstein to Donald Trump. A must-read for all who long to be liberated from the mind-numbing effects of the information superhighway.

SHORT DESCRIPTION

Hilarius Hofstede's *Microsoft Mon Amour* is a gleefully subversive parody of the age of digital mass communication and pop culture in 7744 hallucinatory one-liners.

SAMPLE SOCIAL MEDIA POSTS

#MicrosoftMonAmour is my favorite pop book - Dr. Re:Phil <http://bit.ly/2tagm0u>

Poetry meets satire meets online culture in Hilarius Hofstede's USA debut #MicrosoftMonAmour @ZipRecords <https://goo.gl/kNVsES>

#MicrosoftMonAmour satirizes age of digital mass communication and celebrity culture in 7744 one-liners @ZipRecords <http://bit.ly/2tagm0u>

Join the search for a fabled n faraway offline land through #MicrosoftMonAmour's 7744 hallucinatory one-liners @ZipRecords <https://goo.gl/kNVsES>

The perfect book for the modern attention span: #MicrosoftMonAmour: 7744 Lines To Disconnect From The Internet @ZipRecords <http://bit.ly/2tagm0u>

Exit the mind numbing information superhighway with Hilarius Hofstede's #MicrosoftMonAmour @ZipRecords <http://bit.ly/2tagm0u>

Suffering from online isolation or weak web presence? Just read #MicrosoftMonAmour @ZipRecords <http://bit.ly/2tagm0u>



5. Q&A - HOFSTEDE ON MICROSOFT MON AMOUR

You have worked as a multimedia artist for over two decades; what inspired you to write *Microsoft Mon Amour*?

If anything can be described as the death-impulse of our times, it's the computer. It literally sucks the life out of so many people. I mean, it did in my case. It is difficult to get away from once it's there, and it's an old story: Man enslaved to his latest invention. I felt compelled to raise my voice against this.

How would you describe the book?

It's an act of resistance against the omnipresence of the computer, a plea for an offline existence. I see the internet as a project to globalize the mind, to turn our brains into hamburgers. That's why I decided to dismantle and reorder the endless stream of online information, to show how ridiculous it really is. If you make the internet physical – which I did by putting it on paper – it becomes pretty grotesque, repulsive even. It can make you sick, which is what happens to this Sisyphus-like figure in the book who climbs a place called the Internet Mountain and barely survives it. And of course it's a satirical text, because the best way to defend yourself against all the self-important mumbo jumbo on the net – aside from throwing your computer out the window – is to have a good laugh about it!

The text has a very distinct look, with all these one-liners seemingly arranged to form a deliberate visual pattern. Can you comment on that?

Yes, I shaped it this way deliberately, because that's where I come from as an artist, from the space between word and image, of language as image. I wanted to give it a sort of computer-generated, highly artificial feel; and secondly, I wanted the layout to represent the Internet Mountain itself, with all its treacherous cliffs and drop-offs... Like I said, if you imagine the internet as a physical place, with all this information coming at you in the form of visual and auditory hallucinations, and then – if you survive these – you arrive at a spot where you find Bill Gates sitting under the actual Joshua Tree reading bedtime stories to children with polio, it makes you want to throw up, but then suddenly Mark Zuckerberg taps you on the shoulder with a sick bag with the Facebook logo on it... man, it's worse than Dante! The internet is a modern Hell!

What audience did you have in mind for *Microsoft Mon Amour*?

I wrote it for anyone who feels even slightly frustrated or unhappy with the place of the computer in their lives. To me all this technology seems to be a desperate attempt to rule over nature, and in a wider sense, to defeat the gods. I see it also as a classical tragedy turning into a bad joke, a terribly aggressive way of invading the human mind.

The first line in the book reads 'You can log out anytime but you can never leave...' - which is obviously a variation on a line from the Eagles' evergreen 'Hotel California'; what exactly do you mean by this?

It's in any given situation not a good thing when your mind is elsewhere, with the exception of daydreaming I guess. That counts for relationships, work and concentration; it may be a cliché but it's important to be present in what you do. With the entire world being online in the near future, we'll be looking at a humanity that's constantly mentally elsewhere than where it's supposed to be. That's like one massive, collective psychosis, an ever-expanding alternative reality. You can log out anytime, but your mind is stuck there.

In Amsterdam you gave several well-received public readings from the book accompanied by a percussionist. Are you planning any performances in the US or elsewhere?

Yes, I would love do readings abroad, especially in the US. The whole book is directed at America, first of all because all these ideas for digital world domination originate from there, and secondly because I wrote it in the year leading up to the presidential election [i.e.2016]. America possesses a genius to sell everything they have as pop culture, from their presidents to their anti-psychotic medicine...

Can you tell us anything about your future plans and projects?

Future plans are useless. In Europe we're living through the greatest humanitarian crisis since the Second World War, so it doesn't really matter what artists plan to do in their personal future. I want to spend as much time offline as possible. Play some vinyl, read a book.



6. ADVANCED READER TESTIMONIALS

Dirk Vis, author and editor of De Gids
Amsterdam, The Netherlands

Fascinating read. Genre? Hard to pinpoint. It's epic and its poetic. This could definitely not have been written in any other times than these and yet it is of all times. Well worth diving into for shorter and for longer splashes. Perfect antidote for a stressed out mind with any number of unread emails.

Prof. Jan Teunen
Geisenheim, Germany

Hilarius Hofstede is not only a brilliant artist, he is also a master of language. With his book Microsoft Mon Amour, he proves this once again. People and organizations are entering an area for which they have not yet developed the language. Hilarius Hofstede has found it in a remote corner of the universe. Enjoy!

Dick van Arkel - Artist
Soest, Netherlands

The WorldWideWeb delivered the words. Spiderman Hilarius Hofstede built up a new constellation of lines. If you rotate the book Microsoft Mon Amour a quarter you see a mountainous landscape in which you climb continuing regular hills of words and every time you tumble into an abyss of just a few letters, after which the association of a new climb starts again. Like life, it goes on and on.

Cees de Boer, art-critic and curator
Amsterdam, the Netherlands

The Medium is Not the Message. Drop that Plug Out of Its Socket. The Crumbs Fallen From the Table Have Been Collected. Now Feed and Feast and Starve. Look Out of Any Window. Kiss Your Darlings.

Argyrios (Aris) Emmanouloudis - PhD candidate in Media Studies/Journalist
Amsterdam, the Netherlands

A book that you can read in a day, a week or a month. You can take your time to explore this book (or non-book), while at the same time engaging in a dialogue about current affairs and trending topics. Using terminology of the Digital Age, Hofstede is speaking a language both understandable and distant at the same time: you will find yourself recognizing some of the references, smiling, or even becoming worried and upset while browsing this torrent of data that can lead to 'inflation' if not careful. There has always been the question bothering me: Shall we really log off? And how? Hofstede is posing all the questions, but leaves the answers to us.



Dimitra Fourkalidou – (Copy)writer
Thessaloniki, Greece

There are several points that Hilarius Hofstede made with his amalgam of “7.744 Lines To Disconnect From The Internet” that really stand out for me. Since I am too “emojinal” to comment on “Microsoft Mon Amour” and my “Meanderthal” is not proficient yet, I will sum my thoughts up in the next few lines with a “poem” I created, connecting the phrases I liked most in the book:

Online mania, offline depression
The screen is your only mirror today
1 year online: 365 Seasons in Hell
We're all inside our cells
Screens and screams
Home is where the herd is
Irrational Man
Sponsored by Nature
Purchased and catatonic
Fight for your mind
Or sign up to die
In a web you know you're caught

Evangelia Theodoridou - Film Critic
Toronto, Canada

This text is outside pleasure, outside criticism, unless it is reached through another text of bliss: you cannot speak “on” such a text, you can only speak “in” it, in its fashion, enter into a desperate plagiarism, hysterically affirm the void of bliss.
Roland Barthes, The Pleasure of the Text.

#Microsoft_Mon_Amour should be the most viral hastag of our times
Pseudohaikus of the digital era
Digital pun's poetry
A postmodern cornfield where historical, political, religious connotations pop up to
lifestyle popcorn
Microsoft Mon Amour, a manifesto of Instagram, Facebook, Tumblr
Prepare yourself for the digital struggle
Ready to log in?
Microsoft Mon Amour, a body horror text
Paramorphosis is in sight
Postmodern society in permanent crisis
Body horror, mon amour, is the sky in a technocapitalist scenery
Microsoft Mon Amour is the surrogate paramour of Max;
An ersatz of manhood
The mailchimp you go to sleep with
And I am Charlotte Rampling
Reading Microsoft Mon Amour is like watching a movie:
(deleuzian) Affections followed by feelings followed by emotions
followed by...
Microsoft Mon Amour is a pop up of pastiche
The commercial of postmodern
Me against the singularity of modernism
Internet's declaration of “lost ideals”
Hi, people: «You can log out anytime but you can never leave»

Georgios Naziroglou - PhD candidate in Law
Paris, France

Reading this book made me feel stressful. I couldn't figure out the sense of it and I thought that reaching the end of it would be useless.



Aikaterini Boulaka - Artist
Thessaloniki, Greece

Fantastic work. The author found an innovative way to describe the reality of our modern age. Through all these words and sentences, he dares to touch the isolation of modern people who are hiding behind anonymity to express their feelings and substituting them with a PC or laptop. And as the author says: "Laptops are like pets, they want to sleep with you in bed."

Pieter Smit - Scenographer
Lago di Como, Italy

Reading Microsoft Mon Amour made me realise that the biggest design flaw of the computer is the screen, it's made the world flat again.

Bert Frings - Artist
Rotterdam, The Netherlands

MICROSOFT MON AMOUR THE BITCOIN BESTSELLER HARDHITTING
THE GLOBAL VILLAGE BELOW THE BELT!

Philip Harris - Photographer
London UK

199 delicately stratified, lollipop hued, quantumly-entangled slivers: a multidimensional navigator's chart...sugar-paper ribbons of supernaturally generated tickertape reportage, tightly wrapped around an ever-throbbing Wurlitzer-jukebox heart: a fantastic tragic-ecstatic ode to the 21st century, hurtling through the webiverse, transmogrifying everyone and everything in its wake, everywhere: from Big Bang to next Tuesday.

Adrian Lee - Artist
London UK

Notwithstanding the particular use, and usages, of the very words themselves, there is, to boot, the orders into which those specific pieces of vocabulary have been placed into. A terrific triumph.

Minos-Athanasios Karyotakis, Author
Thessaloniki, Greece

Microsoft Mon Amour is an interesting piece of poetry. Its shape seems to resemble the process of surfing on the Internet in order to explore its darkest corners. Moreover, the new language that is being presented can charm the reader and lead him to a story that depicts the multidimensional paradox of our contemporary world.

Michiel van Nieuwkerk - Photographer and Artist
Amsterdam, the Netherlands

'Microsoft Mon Amour leest als een een speer die door de tijdsgeest vliegt.'

Josephine Van Balen, Geestelijk Verzorger
Amsterdam, The Netherlands

'Een waarachtige en zeer originele wake up call om de schaduwzijde van de digitalisering onder de aandacht te brengen. Hilarius is een performer maar bovenal een ziener.'



7. PRESS RELEASE

ZIP RECORDS' FIRST BOOK RELEASE FATALLY DISRUPTS THE INTERNET

***Microsoft Mon Amour* will appear on January 13, 2018**

San Francisco, December 14, 2017 – Record label Zip Records is proud to announce its first-ever book release. *Microsoft Mon Amour* is a gleeful parody of online culture that aims to fatally disrupt the mind-numbing effects of the internet's unceasing stream of information in 7744 hallucinatory one-liners. The publication date is January 13, 2018.

Authored by Dutch multimedia artist Hilarius Hofstede, *Microsoft Mon Amour* can best be described as a linguistic super-collage. Zapping from celebrity tweet to Paleolithic cave art, from Dr. Funkenstein to Donald Trump, Hofstede takes on the age of digital mass-communication and pop culture in virtuoso satirical style, inviting readers to step away from their screens and join him on a journey in search of a fabled and faraway offline land.

Hofstede said: '*Microsoft Mon Amour* is an act of resistance, a plea for an offline existence. I see the internet as a project to globalize the mind, to turn our brains into hamburgers. That's why I decided to dismantle and reorder the online information stream. If you make the internet physical – which I did by writing this book – it becomes pretty grotesque, repulsive even. It can make you sick, which is what happens to this Sisyphus-like figure in the book who climbs a place called the Internet Mountain and barely survives it.'

'*Microsoft Mon Amour* is the first book I've ever encountered that effortlessly blends poetry and prose into a rhythmical cocktail of aphorisms and T-shirt slogans', said Zip Records President Arthur Herman. 'It's a work that resonates in the same area of the brain as all good music does, so it makes perfect sense that this should be our first book release as a record company.'

About the author

Hilarius Hofstede is a Dutch multimedia artist and author whose work has been shown in major art venues around the world. He recently composed the lyrics for the forthcoming album *Mastervolt* by legendary N.Y. funk band Defunkt, and is renowned for his dazzlingly experimental prose work *De Markies van Water*. Hofstede currently lives and works in Amsterdam.

To request a press kit and review copies, please contact gijsvankoningsveld@gmail.com or call +31 6 217 18 964.

For more info see www.microsoftmonamour.com and www.hilariushofstede.com

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About Zip Records

Zip Records is an independent record label based in San Francisco and Amsterdam – established in 1997 by Arthur Herman. Since its inception, Zip Records has released over 140 albums in diverse genres by artists from every continent, except Antarctica.



8. BOOK EXCERPT

You can log out anytime but you can never leave.
53206.
Dot con.
Lost ideals.
ShrunkedIn.
Walk The Talk.
Asking myselfie.
A screen is a wall.
The Origin of PC's.
The War on Tourism.
Dark side of the phone.
Papua New Hampshire.
Make The Rich History.
Emojinal, very emojinal...
Climbing Mount Internet.
Nature versus Technology.
We can't, therefore we are.
Gentlemen Take Polaroids.
Heaven is God's Homepage.
Ashes to ashes, DOS to DOS.
The Magical Microsoft Tour.
Breakfast at Connectiffany's.
The Internet is full. Go away.
Raging Against The Machine.
Buffalo Bill Gates: WiFi Cody.
The best things in Life are real.
Waiting on the world to change.
What dots around, coms around.
Online mania, offline depression.
(Welcome to) Stone Age America.
Halliburton... knows how to party.
We buy too much, and think too little.
The only way out is the way straight in!
Mass distraction from elite domination.
Under The Bridge Over Troubled Water.
The Internet is the Esperanto of Despair.
Digital baptism for those who fear water.
I am just a cowboy, lonesome on the trail.
The sleep of Reason produces computers.
Tom Cruzzi's home-baking beats all, folks.
The new Batman: Hillary Gotham Clinton.
The Micky Mausoleum of American Liberty.
Luckily only 9% of the world population is white.
Sir Hillary climbing the Shimalaya for President!
Never was so much taken from so many by so few.
One World. One Bank. One Account. All of Google.
Microsoft Mon Amour is waiting to take you away.
The George Clinton Clinic of Funkforward Recovery.
Donald Trump & 3rdEyeGirl: She's always in my hair...
The Cumshots of Commerce are the Confetti of Capital.
Preemptive MacBook Airstrikes against the Middle-East.
When sharks talk to dolphins, jellyfish are the translators.
Memory is drinking water from the ocean with two hands.
Oh, yeah, well, alright, we're Jebbin', I want to Jeb it with you.
By the type of religious experience that Dionysos inaugurates.



A long, long, long, long time ago, before the wind before the snow.
The sun, the darkness, the winds are all listening to what we now say.
Rowing the speedboat of Information Technology into the Abyss of Folly.
'Microsoft Mon Amour is a rightly detailed and compelling read.' L.A. Times.
Fiat Lux.
Rising Son.
Sacred land.
Modern Tides.
Back to bisons.
Catching robots.
Que Viva Mexico!
Fight for your mind.
Zippin' up my boots.
Man versus Machine.
New World Monkeys.
Planet of the Trumps.
Heinz Across America.
The Eagle Has Landed.
A. Hinkel: Mein Trumpf.
Im Westen nichts Neues.
Connected to what exactly?
Not to know what time it is.
Where Do The Children Play?
www.... coming out of my nose.
Pantha Rei (all but the Internet).
I'm dreaming of you, mon amour.
Introducing... Dr. Trump-N-Furter.
India Arie: I Am Light, I Am Light...
The rocky horror... the rocky horror...
The screen is your only mirror today.
Sarah Palin's Mad Hatter's Tea Party.
Dying and rising, but rising once again.
Habsburgers, McMenus and PC-dinners.
Portrait of Andy Trump as Donald Warhol.
The Internet is an asylum with many gates.
Throwing Melania Trump at the kitchen sink.
I've been riding this tiger for quite some time.
Autumn leaves don't tell no tales of tomorrow.
She was the Venus of Milo in her sister's jeans?
Insanely Gifted: The Life and Times of Eminem.
Volare...
Sleep on it.
I Can't Breathe.
Sea of Madness.
Hey ho! Let's go!
Account Dracula.
Blax Panther Rex.
A PC never smiles.
Jovem Negro Vivo.
The eye is the limit.
Going underground.
Too Bush To Be True.
Empty sea, full world.
Disconnecting people.
Out of Date and Time.
Egos never really land.
Prince: Family Name...



Thou Shalt Not Google.
Donald Duck or die 2018.
Our disconnected hearts.
Consume, donate, forget.
Saving lives sells records.
Truman Don't Kill Capotes.
We're Back In The U.S.S.A.!
Google: Search and Destroy.
Terms of use, terms of abuse.
Online is never off the record.
Rachid Taha: Rock El Casbah.
I know we've come a long way.
Grexit through the EU Gift shop.
Speed is the enemy of the angels.
Hi Justin, I'm a Mexican belieber!
My hair does not get great reviews.
Laughing all the way to the Banksy.
When Bill Gates roars his ugly head.
Download The New Oval Office 2018.
Questlove as Black House Spokesman.
The day the world did not explode, yes?
You can't say no to the Bootsy & the Bass!
Miss Information vs. Miss Communication.
Waiting on the world to change the world, yes!
D'Angelo in charge of Homeland Funk Security.
They don't know what you know, how could they?
Of firewire, pop-up help and frozen mammoth bones.
Caramel, bonbons et chocolat (parole, parole, parole!).
Eagles attacking drones, can't have enough of them yaw!
Cinema is not meant for the screen of a computer or your television.
Your personal computti blow the winds from all corners of the world.
Bow Wow Wow Yippee Yo Yippee Ye: Barking Mad (Wild In America).
Change Country.
Heaven Up Here.
RIP Eric Gardner.
Reality is different.
New World Disorder.
The Return of the Real.
Just let it all Trump out.
Warlike Times... War Times...
You say you want a revolution?
The chase is better than the catch.
What's App, Dr. Trump-N-Furter?
The only Bill I know is Bill Laswell.





Photo © Wim te Brake





'Microsoft Mon Amour is an act of resistance against the omnipresence of the computer, a plea for an offline existence. I see the internet as a project to globalize the mind, to turn our brains into hamburgers. That's why I decided to dismantle and reorder the endless stream of online information, to show how ridiculous it really is ...'

Hilarius Hofstede