

# Introduction

Blob?  
Blob!  
Blob?!

The force of a blob is simply irresistible.

Mesmerized by its unassuming beauty, you experience its inexplicable mystique. The further you probe, the stronger its mysterious aura emanates. The phenomenological felt-force-field of a blob becomes more pronounced as your perceptions open to its humble and enigmatic sensorial presence. Attending to its quiet calling, you realize that a blob is everything and everywhere.

You are entering the blobosphere.

The blobobservations in this book evolve from a document titled *Blobology - Origin of Species*. From mining the word “blob” in online forums to compiling a list of digital artworks that focus on hyper-visceral “blob”-like gestural forms of expression, I started categorizing my findings based on resemblance of what I thought a “blob” is and should be. As my research progressed, I started to realize that the distinctive characteristics and qualities I have assumed for approaching a “blob” was immensely flawed. Its undefinable existence poetically refused my impositions. Breaking away from my own innate desires for familiarity and conclusivity, my thoughts started to unravel into an open field of rhizomatic reflections and alternative imaginative possibilities on what a “blob” can and could be. Pondering the physical and metaphysical



presence of a “blob” in motion, the following incomplete sentence turned into a year-long exploration:

*The*

*Bla bla BLOB*

*Blobbing is a tendency to*

With my deepening blob obsessions, I was excited to share this with my family in Korea. As I attempted to articulate my thoughts from English to Korean, I soon realized that there was no equivalent term for succinctly translating the word “blob” into Korean. This split-second of uncertainty resulted in making a ridiculous face accompanied by hyperbolic gestures, and blurting out, “Well, you know, something that is just blaaah!” In that cathartic moment, the glitch in “language-ing” (an expression often verbalized by blobist Michelle Ellsworth) was temporarily alleviated with a physically embodied nuanced expression: I entered the blobosphere.

“Language-ing” is of the essence of “blobbing.”

The “blobosphere” (a word improvised mid-conversation by blobist An Xiao Mina in 2017) is a proposed concept that describes a condition for ideas -- that holds the potential to transform and transcend expectations that derive from all shapes and forms -- to emerge in the world. In this context, a blob operates as a vehicle for heightening awareness towards intuitive and sensible meaning-making activities that occur in the everyday and facilitates the process of

perceptual reconfiguration for alternative experiences to be accounted for. When operating synergistically with imaginative forms of creative expression, the blobosphere can be fantastically visceral, phonetically disruptive, and delightfully entertaining.

As in the document from which it originated, this book has no definitive beginning or ending. You and I are creating this experience together. The writings and illustrations operate as an open-ended map that hints at a sense of orientation through the presentation of possible tools for navigation. Along the way, we will be tempted to index familiar words, phrases, quotes, and shuffle our memories to merge sense back into a relatable meaning. We may have to glitch and reposition our peripheral consciousness to play catch up with a fleeting blob. As we curiously follow its trails of temporality and lend ourselves to the space it holds for us, a blob on each page will start to swiftly morph as we go.

The proposed experience in this book begins with “A Blobifesto” — a manifesto that acknowledges and declares the hybridity of a blob in resistance to a linear narrative explanation. Moving on to the fieldnotes of *A Musing on Blobs*, we take on the transversal views of a “blobologist” to observe the inter-connections of a blob and aim for the means of blob-making to emerge, rather than co-opting into making-blob. Throughout this process, we also examine multiple nodes applied in blob-making by repositioning various node-specific-lenses at points of convergence, divergence, and overlapping to bring forth the value of a blob in the blobosphere. As we start to filter the world through the lens of a blob, we notice how even the most simplistic shapes and forms hold the potential to spawn multiple narratives for interpretation. Awakening



our latent potential as blobologists, we find ourselves morph into intuitive and imaginative sense-making beings who realize that that no one blob is the same as another.

As we sense the world with and through a blob, allowing the space between language and meaning, between you and I to speak for itself, the compelling and compassionate force of a blob will always be, simply, irresistible.

– Laura Hyunjhee Kim, February 2019

# A Blobifesto

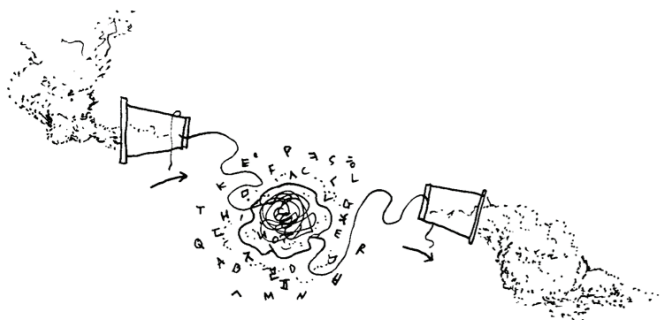


A blob is a raw amorphous form  
A blob is a potentiality  
A blob is a faceless provocateur  
A blob is an embodiment of sensibilities  
A blob is a traceable effect with an unidentifiable cause  
A blob is an approximate materialization  
A blob is a dynamic flow of multinodal awareness  
A blob is a nuanced expression  
A blob is a skeptic's handshake  
A blob is a variable mess of mass data  
A blob is a cerebral shared-ride  
A blob is a repetition of a familiar form(ula)  
A blob is a mysterious sensation of play  
A blob is an indeterminate destination  
A blob is an obscured sense of energy  
A blob is an ontological conduit  
A blob is a liminal manifestation of the inexplicable  
A blob is an asynchronous dream for synchronization  
A blob is is a tactical simplification

A blob is a translucent black box  
A blob is a contextual shapeshifter  
A blob is neither this nor that but points as is  
A blob is a cross-stitch of meaningful answers and questions  
A blob is a chaotic collection of curiosities  
A blob is a phenomenological display  
A blob is a strategic compass  
A blob is a transitional state of being  
A blob is a malleable container for imagination  
A blob is an absurd anticipation  
A blob is an obsession for reconciliation  
A blob is an illusion of controlled chaos  
A blob is a subtle deconstruction of preconceptions  
A blob is a real-time negotiation  
A blob is a polite refusal of hierarchy  
A blob is a poetic irregularity  
A blob is a vague matter of existence  
A blob is a relational probability  
A blob is a sensitization to nonlinearity



# Hello, Blobosphere.





As blobologists,  
we process the world through pre/post-verbal filters and  
negotiate the gaps with nuanced expressions.

As blobologists,  
We are inspired by everyday people and strive to find the  
art in everyday life and phenomena.

As blobologists,  
we understand the fluidity and fragility inherent in  
language. Meaning in language surfaces from the way  
it is used and understood. A casual joke can become a  
bullying slur and the repetition of a single word can fortify  
meaning but also strip its powers. Blobbing meaning is  
like forging with fire. It is a dangerous, exhilarating, and  
cathartic activity. Thus, the potentiality of language calls  
for responsible and mindful blobbing.

As blobologists,  
we think through play and make through play. We  
playfully experiment with existing forms of expression as  
a means to reflect on convention and collectively search  
for new possibilities. The resulting output is an absurdly  
regurgitated and recycled blobization of the real-world.



*Blobs do not speak through us. We speak through blobs.  
Blob is the message. Blobs as the extension of (non)human.  
We shall deal with blobization from the (non)human standpoint.*

– L. H. Kim, *Blobbed Notes on Blobs*

*The word “should” should never arise. There is no such concept as “should” with regard to art or anything unless you specify. Now, if you are trying to build a blob, then you can say, we “should” do this, we “should” do that with respect to getting a blob built but it doesn’t fold in a vacuum. My feeling about art is... that one very important aspect of art is... that it makes people aware of what they know and don’t know that they know. Now, this applies [not only to art] but to all creative thinking...*

– W. Burroughs, *Mechanisms in Art and Blobs*, Interview

