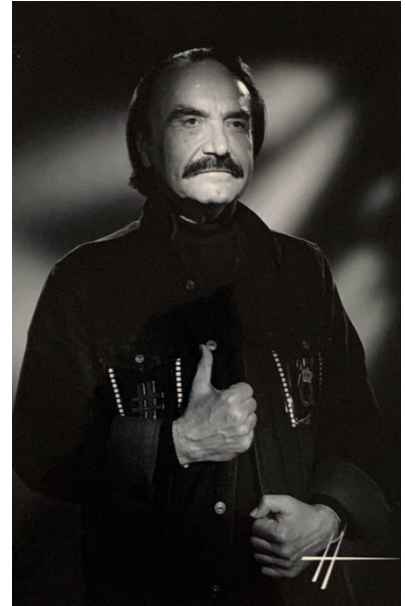# ROBODRONE

"The old Modern and Contemporary Art world model based on a vertically structured paradigm where the artist is placed at the top of the pyramid and the consumer at the bottom has become increasingly irrelevant artistically and commercially as the new, digital-drven culture's creation-consumption dynamic is now assertively egalitarian, contributive and horizontal in nature."

Robodrone

Robodrone is a successful multidisciplinary artist who has attracted over 250 million social media trendsetting followers who select and share his GIF's in the multiple of millions daily- worldwide. He is also a songwriter/producer (distributed by INgrooves, digital content division of Universal Music Group via iTunes, Spotify, Amazon) and broadcast on BBC radio etc.. In addition, he has pioneered social media enabling art known as 3D+ Social Art which has been on loan to Twitter and Facebook-Instagram headquarters, London as well as featured in Facebook's own short film for its Mark Zuckerberg convened World Summit, USA in April 2019.

Robodrone's new class of social media enabling artworks, has its roots in music. He is the creator of tracks such as 'Download My Heart' a 'modernspeak' lyrics-driiven song, that expresses and celebrates the transformative social changes of the ongoing new Cultural Revolution. Facebook's Music News page took note of the new politically-inspired tracks by highlighting the arrival of the Alt-Rap genre led by 'Shoutout FemRap' and exemplified by the track Hashtag Queens. The music video with lyrics of Hashtag Queens was viewed by over 6 million people according to Facebook Analytics. This success prompted Robodrone to compile a book of Hashtag Memes using images and phrases to expand on the lyrics of the song thereby giving people yet more perspectives with which to navigate the New Era. The book was published via Apple and Amazon digital books and is also avaiilable in a limited-edition hard copy format.

Robodrone has also created a novel style comic book:'Hasthtag Queens Task Force' that illustrates social responsibility and animal protection via a dynamic trio of young women using martial arts and a flying car with the mission to troubleshoot and solve dangerous situations. The comic book was published in a limited hard copy edition as well as in digital editions via Apple and Amazon.

A few years ago, Robodrone started experimenting with different artistic vehicles that could serve as platforms of self-expression. Reflecting over the absence of awareness from the Art World of the revolutionary changes taking place in social behaviour, Robodrone set about creating a new artistic vehicle: He turned to both the Renaissance artist Botticelli: The Birth of Venus and to the magnificent sculptural designs of master jeweller Faberge for inspiration. Thus, Robodrone created his Hashtag Queens 3D+ Social Art throne", a coronation styled sculpture where every woman becomes democratically royal. Even Hollywood superstars such as Jamie Foxx have found it irresistible to sit and pose in.

Robodrone's radical artistic understanding of the ongoing fundamental shift in cultural values in the Art World and hence the corresponding transformation of the very definition of what constitutes 'modern' in 'Modern and Contemporary Art' quickly caught the attention of the world's new ruling cultural taste- makers: Facebook-Instagram and Twitter. Twitter requested the Hashtag Queens 3D+ Social Art throne for its Annual Event 2018 in London. Facebook-Instagram requested the Hashtag Queens throne for their London headquarters which is responsible for operations in Europe, Middle East and Africa. Facebook even made a short film screened at the Facebook World Summit, April 2019 which featured the Hashtag Queens throne as a centerpiece. Robodrone's music distributor, the world's largest music recordings company, Universal Musiic Group, set up in May 2019 a GIF-based virtual art channel for him on Giiphy.com. to help bring his revolutionary 3D+ Social Art to a global audience. In the eleven months since the Robodrone channel started distributing Robodrone's GIF's (social media's new universal language) to 600 digital platforms worldwide including Facebbok, Twitter and Instagram, over 250,000,000 social media trendsetters have selected and shared their GIFs with ANOTHER 250,000,000 friends and colleagues via social media platforms. Thiis staggering number of proactive social media based sharers of Robodrone's animated GIF's is publishhed by istributor Giiphy.com itself in conjunction with its content delivery partner Oracle, the world's biggest database service provider.

The "Hashtag Queens 3D+ Social art throne" is a new form of artwork that encourages and enables the public to step up onto the throne to create Instaperformances -'value added'- artworks and share them simultaneously with people in their immediate vicinity as well as around the world via selfies and video snaps multicast onto Social Media accounts of friends for comment and feedback. Hashtag Queens throne is the first example of where art is not a traditional top-down, vertical but rather a horizontal, interactive, contributive experience. 'Instaperformance Art', is made possible by networked multicasting communications technology and social media cultural practices and it represents the modern fusion of traditional decades of old 'installation art' and 'performance art'.