

# being original

We are impressed by originality, but not by *any* originality.

Pointless World Records are original, but they raise a smile, not Arts Council grants. Yes, you can safely say 'I am the only person to have thrown 6,000 bottles of fortified wine at a pile of trench-coats' but no-one will be impressed by this little permutation of possible acts.

What's the line between an impressive originality and a banal one?

We want someone to create a means of generating new permutations, not to simply explore currently possible ones. We are impressed by the invention of new systems, new mechanisms and new tools, not new outputs.