

1. Release dates and trajectory for everything
  - a. 7 disc 7G sevenG 7tracks each each is an instrument
  - b. Bend the rules, mixed weird
  - c. Glorified bsides of the album
  - d. Bandcamp centric
  - e. Week later apple is announced
    - i. ██████████ rollout
  - f. Remixes
  - g. Separate format of merch for each disc
  - h. Apple Guild
    - i. Hybrid ig account, discord, website
    - ii. End date
    - iii. █-█ week thing
    - iv. Backend for content
    - v. Appleville american vibes
    - vi. Digital boxset
    - vii. Sprawling backend
    - viii.
2. Different sites
  - a. 7
  - b. Apple guild
    - i. Battle of the bands
    - ii. Generate ai entries
    - iii. Xxoplex
    - iv. Xxogece
    - v. Xcxoplex
3. Medieval, Hacker, Americana blend
4. Provide enough ammo



██████████ **Apple Sync**

1. Apple Guild
  - a. Pretty flexible
  - b. Apple guild logo on splash page that luke is
  - c. URL can go live with album
  - d. ASCII art
  - e. Zine style of entire album campaign
  - f. appleguil.de
  - g. Discord bots are a critical part of the vibe
    - i. Quite a lot of bots
    - ii. They don't have to work they just have to be present
    - iii. Turing test feel
    - iv. They fuck you with info
    - v. Bot side of bot
    - vi. ██████████ verified bot
  - h. Baked in end date at the mid-end september

- i. Instagram/Discord/Home page
  - i. Home page is a digital notice board
  - ii. "This is happening etc."
- j. Videos, songs, battle of the bands
- k. Xxoplex will be 150 fps/150 bpm
- l. 3 things
  - i. Battle of the bands
    - 1. Chaotic
    - 2. Guitarist looking for singer
    - 3. Nord player looking for harpist
    - 4. Covers only
    - 5. Hendrix
    - 6. Led Zeppelin
    - 7. Instrument dump channel (collect instrument images)
      - a. We need 200 nords tonight
      - b. We need 1500 instruments
    - 8. Unlock a [REDACTED]
  - ii. Xxoplex
    - 1. Dark
    - 2. Object landed
    - 3. Delete a bunch of rooms and rearrange shit
    - 4. Unlock the crazy video
  - iii. Albums out
    - 1. Funny
    - 2. Related to the video
    - 3. Get people to 3d print stuff
    - 4. [REDACTED]
- m. Apple designed gaming PC that is just disgusting RGB
- n. Discord should have really specific rooms
- o. Sunday onwards is sort of free
- p. Find end points and work backwards from them
- q. Bots who are personified, maybe designed by GoodBoyGraphics
- r. [REDACTED] Verified Bot
- s. Custom tshirts and merch from apple staff book
  - i. Holy grail of apple stuff
- t. Zane Lowe Discord Moment
- u. Server can be real chatroom vibe
- v. Bots that give out 1 stem at a time based on combinations of words like "Hey QT" but getting more complex and hard to figure out
  - i. Phrases could be leaked on instagram content
- w. Gamer Apple Sacriligious
  - i. The soul of apple is a gaming pc
  - ii. iMac G3 translucent language can be teased
  - iii. The blobs
- x. Chatrooms, early net art, appleville zoom concept for internet archiv

- i. Could be aesthetics
- y. Site logo can be slick but it can have janky elements

**Tasks:** Start putting together a calendar, which ideas we actually want to do