



“It’s not the thing, but the way you thing it”:

A Brief Introduction to the Work of ESTAR(SER)

A workshop on attentional practices at the Tamayo Museum

Sunday, 19 March 2017, 4:30-6:00 pm

Sala Publica

The “B” side of Walter Rhodes’ 1971 seven-inch vinyl release, “Message to my Woman” (Violet Records cat. v-102; subsequently reissued on Atlantic), features a soulful rendition of the now mostly forgotten “It’s Not What You Do.” The careful listener will there discern Rhodes declare defiantly: “It’s not the thing, baby, *but the way you thing it.*” Was Walter “Lightning Bug” Rhodes affiliated with the Order of the Third Bird? We are not yet in a position to answer this question with certainty, but his striking catchphrase — with its emphasis on the active role of the beholder in constituting the ontic urgency of a given object — certainly accords with the central tenets of the Order.

On the 19th of March, 2017, at the Museo Tamayo in Mexico City, visiting associates of ESTAR(SER) will offer a brief introduction to the work of that body, and present ongoing research into the history of the “Birds.” A number of recent publications will be on hand, and several Birdish “protocols” for sustained attention will be made available. Experimentation will be encouraged.

About *ESTAR(SER)*: The *Esthetical Society for Transcendental and Applied Realization* (now incorporating the *Society of Esthetic Realizers*) is an established body of private, independent scholars who work collectively to recover, scrutinize, and (where relevant) draw attention to the historicity of the Order of the Third Bird. www.estarser.net