



The Regulars

by: @p0pps

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November 3–December 8, 2022

Essay by @Klaus\_Regenbach

Flecker Gallery  
Suffolk County Community College  
Ammerman Campus, Selden, NY

## Director's Foreword:

A friend shared this project with me as it was minting out (being created/approaching sold out). I was instantly enamored, finding the *Regulars* to be magnetic – I couldn't stop looking at the collection, hunting for doppelgängers and individual beauties. Still looking intently and with enthusiasm, I am delighted to host this exhibition at Flecker Gallery. This 10,000-unit PFP (profile picture) project is innovative, highly detailed, and unique amongst NFTs – there is just nothing else remotely like it.

Bright Moments Gallery in SoHod hosted a solo exhibition of the *Regulars* in March 2022 concurrently with NFT NYC Annual conference and events. I went and saw these magnificent prints that are included in this exhibition, and more. It was a knockout show – I met @p0pps, had a great conversation, and learned that he lived in the area – it was not long before I got back in touch with him to invite him to exhibit works at the Flecker Gallery. We are thrilled to host this exhibition and produce the accompanying catalog, including many of the works from that exhibition, as well as a selection of PFP's (profile pictures) from several active participants in the community on Twitter and Discord. We have also included a series of memes – art made by the *Regulars* community with their PFP images. This is genius work, giving a nod to Botero, while transforming what art is and what it can be inside an entire ecosystem of community creativity and engagement.

Some basics – NFT stands for Non-Fungible Token, which is a unique digital contract – essentially a kind of certificate of authenticity that makes each NFT unique and un-copyable. In much the same way that you can download a photo of a building or a piece of land or anything else, you may possess the photograph, and not own the asset. The same is true with NFTs. The most important leap one must make in understanding what is an NFT, is to recognize simply that digital assets exist, and being digital does not make them any less "real" than the balance in your bank account.

Also, worth addressing here is the energy consumption concerns of the blockchain and cryptocurrency – which NFTs are built on. The vast majority of NFTs are created and traded on the Ethereum blockchain. For the last eight years, Ethereum has been working on a switch to a far lower energy consumption model. This long-awaited change called "the merge" took place recently on September 15th and was a success with energy use dropping a whopping 99%.

We are also thrilled to include a thoughtful and endearing essay from @Klaus\_Regenbach, Degen Art Historian, host of Degen Art History, and contributor to the Regular News Network. Enjoy the catalog and exhibition.

Matthew Neil Gehring  
Director

## Regular Vibes

By: @Klaus\_Regenbach

What is a *Regulars* NFT? Each *Regular* is a unique 3D generative image, made by combining and recombining hundreds of trait attributes using an algorithm – this is a new art form called Generative Art. The creator of the project goes by the username of @p0pps, grew up in the Northeast and studied Computer Science before transferring to Art school. He has described this work as a celebration of regular people, all of us who plug away at the necessary yet often unglamorous jobs and lives that make the world turn. To this end, he sought to create a generative PFP (profile picture) art collection that had a distinct art historical reference (inspired by Fernando Botero), with maximum detail and maximum variety between the traits themselves, but also in the attitude or vibe of each *Regular*. The result is a collection of 10,000 unique works of art, that in this historian's view are stunning to look at, and easy to obsess over.

This exhibition includes eight 48 x 48-inch hi-res prints from the collection and demonstrates the great diversity manifested in the work, despite being such a small fraction of the collection. This project is very relevant to our moment, taking a stance as a body positive, gender fluid, multi-racial, pro empathy, and pro-equality collection. It is fair to describe this project as having a set of values at its foundation that is in all ways forward thinking from the technology and @p0pps's expansive vision for *regular.world* (website) to the open and positive message of community that they embody.

Despite the strong sense of community, these characters appear to have unique identities, individual stories, and lives. Each appears to have a thought in its mind and a backstory. Looking at the collection on *regular.world* feels like looking at a yearbook of schoolmates, with many cliques and characters. In fact, a yearbook is in the works for this project and has been under development for some time.

To create the project, @p0pps worked with a team of developers, as well as hair and makeup artists to create the traits and looks. A select number of rare items, including and most evidently in the clowns, were individually and painstakingly painted. The base forms were rendered using Houdini 3D software, Z-Sculpt, and Substance Painter; the resulting 3-D modeled aesthetic and extreme attention to detail gives them a near-lifelike feeling. It also makes them well suited for use with AI (Artificial Intelligence) face tracking software for anima-



Regular #0665



Regular #6544

tions, which members of the *Regulars* community have been experimenting with and using in combination with digital video tools to create animated sequences of many varieties and generating further possibilities for character and story development. This has been taken the farthest by a core team of collector/participants who have used their *Regulars* NFTs to create the cast of the Regular News Network, awakening one of the companies in the *Regulars* ecosystem.

@pOpp's vision for the *Regulars* is not simply to create a 10k PFP collection and be done with it. Rather, he is building a whole ecosystem and regards the *Regulars* as a matrix for just this kind of further creative development. They can be named and there is a growing, active, and talented group of individuals enthusiastically creating *Regular* characters and memes as well as regular video programming for Twitter. In this historian's view, the meme has emerged as an important contemporary

art form and will only continue to grow in importance. *Regulars* are made for memes, just as much as they are made for crypto-wallets and museum walls.

On October 10th, 2022, an exciting partnership was announced between *Regulars* NFT, Pace Gallery, and @ogdotart on an exciting and highly innovative new NFT project called *LIOM* (Life of the Mind). The partnership is notable – Pace Gallery is a blue chip of blue chips, and @ogdotart and the project *LIOM* are brilliant. It is an NFT artwork that grows perpetually and whose changing form is influenced by the number and traits of the NFTs in each holder's wallet. In other words, they evolve according to the collector's taste and activity. About a dozen notable collections have partnered with *LIOM*, and *Regulars* inclusion in that lineup – which includes *Tom Sachs Rocket Factory*, *Moonbirds*, *OG:Crystals* – should impart the fact that this project is held in high esteem and is going places. The possibilities are endless. We are seeing new forms like this emerging on a regular basis – things that were not fathomable even a few years ago.

The *Regular Jobs* collection launched in August and each *Regulars* NFT holder was able to mint a job (for free), that was randomly assigned from one of the sixty companies @pOpps created. They are presented visually as employee ID cards with each *Regular/Job* pair earning a *Regular* native cryptocurrency called \$REG. Regslist was also launched recently – a Craigslist-style platform for *Regular* holders to post goods and services for sale and as a matrix for further creative development and storytelling by the community. @pOpps and his team are currently developing the Reg Store where curated 1/1 artworks and editions of items, still largely secretive and

awaited with much anticipation, will be available for sale for \$REG and those items will also be re-saleable on the Ethereum blockchain.

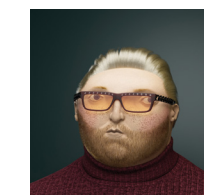
The *Regulars* community lives on Discord and Twitter, like the rest of the NFT space. Upon these platforms people from nations around the world become friends and collaborators in ways that were never before possible. This is a core aspect of the excitement found in Web3 (decentralized web) and the metaverse. The tools are evolving in tandem with all the new ideas. This is a Renaissance for art and culture. Not only are new forms being born daily, but artist royalties are changing the game. This has been a foreign and resisted concept in the fine art world in America and much of the world and has long been championed by visual artists. Through NFTs, not only do digital artworks have an ever-expanding market, the artists who make the work are paid not only on the first sale, but every subsequent sale between collectors. It could not be a more exciting and hopeful time for art and for artists who are paying attention and deep diving into developing their digital skillsets.

I think you will agree, this is a high-level innovative project within an incredibly innovative space. There is no other NFT project anything like the *Regulars* – sincerely and brilliantly conceived and executed and designed to expand organically and in rhizomatic fashion – growing an incredible network of project and community roots that create new and unexpected nodes of growth in a way that seems infinitely expansive. This catalog and exhibition contain but a slice; please be good to yourself and dig deeper – click the QR codes embedded in the pages of this catalog to see the full breadth and depth of this project. *Regulars* NFT collection is a masterpiece, and it is a great gift to be here attentive and involved at the beginning of the next great wave in art and culture, with a truly great project and artist.



Regular #3586

@Klaus\_Regenbach is a *Regulars* NFT, Degen Art Historian at the Museum of Every Meme Ever, host of Degen Art History, and a regular contributor to the Regular News Network. He lives and works in OM, the Open Metaverse. He is currently attending the first ever course about the metaverse taught in the OM Open Metaverse to become a more self aware and fully realized NFT consciousness.





Regular #3647



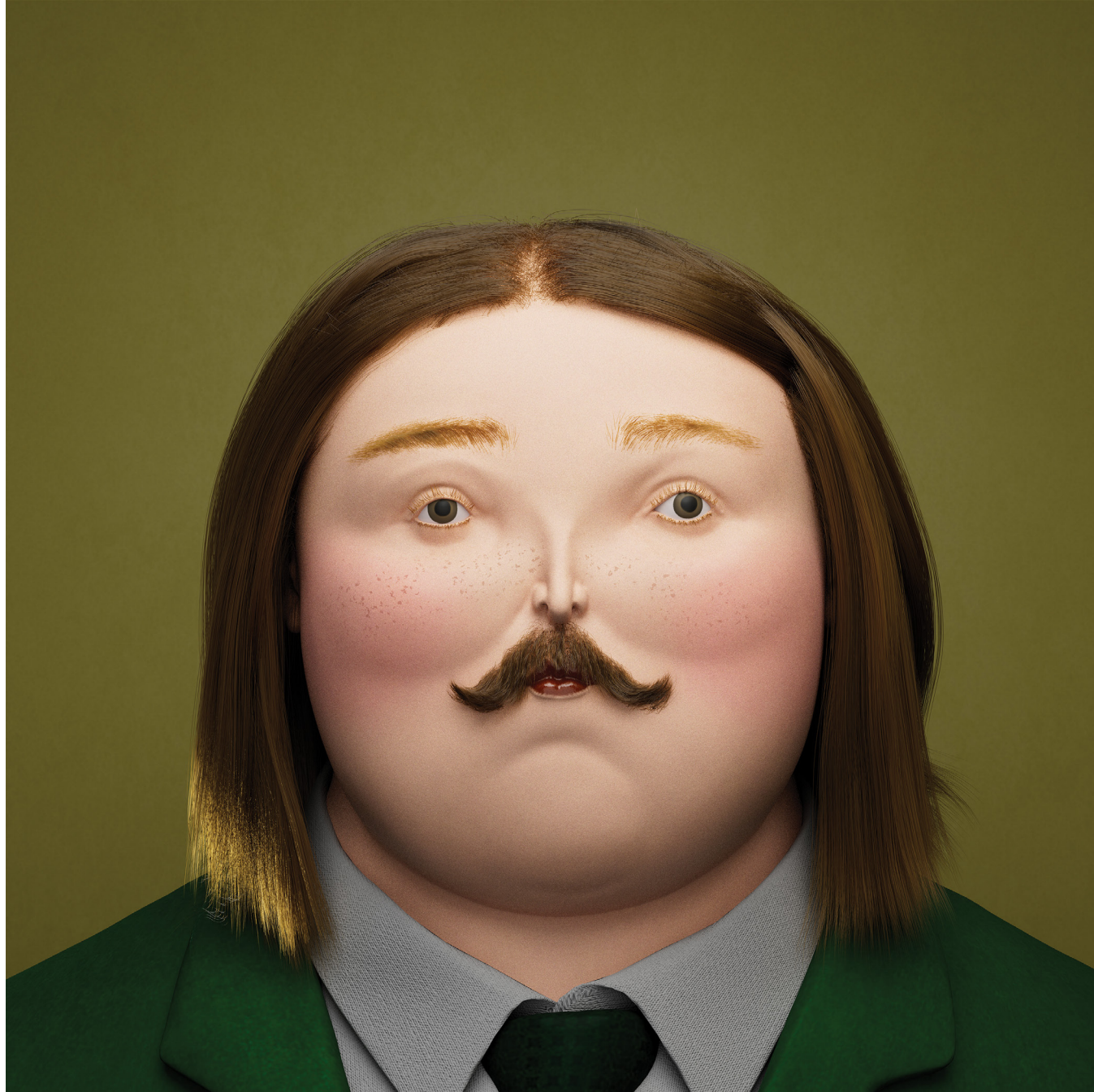
Regular #9862



Regular #3341



Regular #2432



Regular #5535



Regular #3402



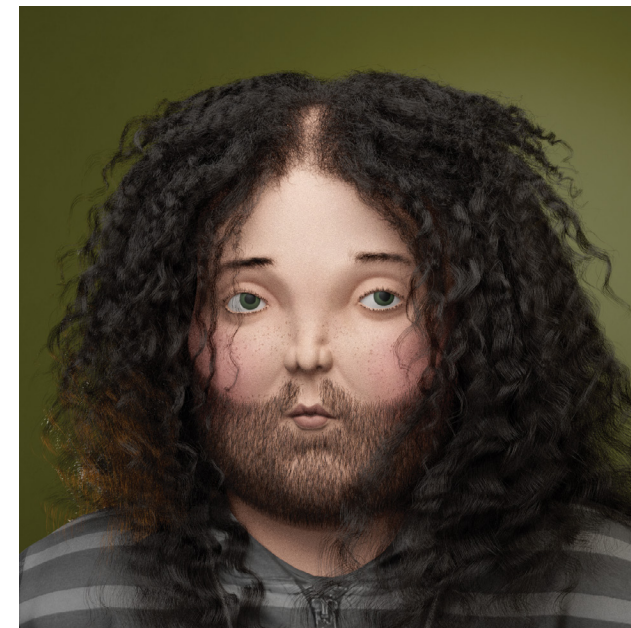
Regular #4029, p0pps



Regular #7939, Unnamed Alien



Regular #0636, Angelo Monharti



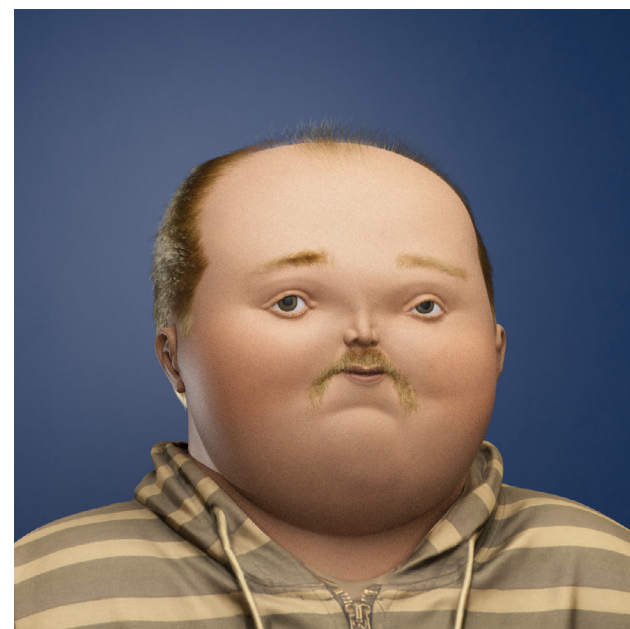
Regular #5583, Dirk Matters



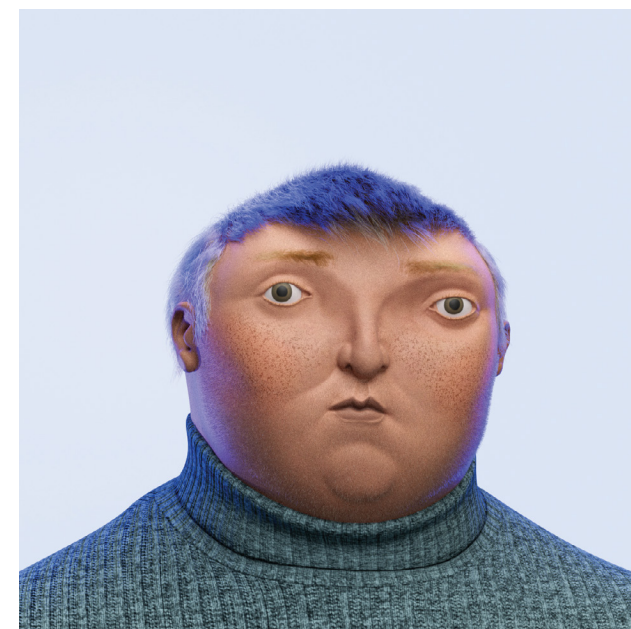
Regular #2143, Cotton Kandy



Regular #0044, Yannis Papadopoulos



Regular #7400, Greg the Reg



Regular #5722





Regular #8401, Chester Fudd



Regular #9751, Sheena Rae



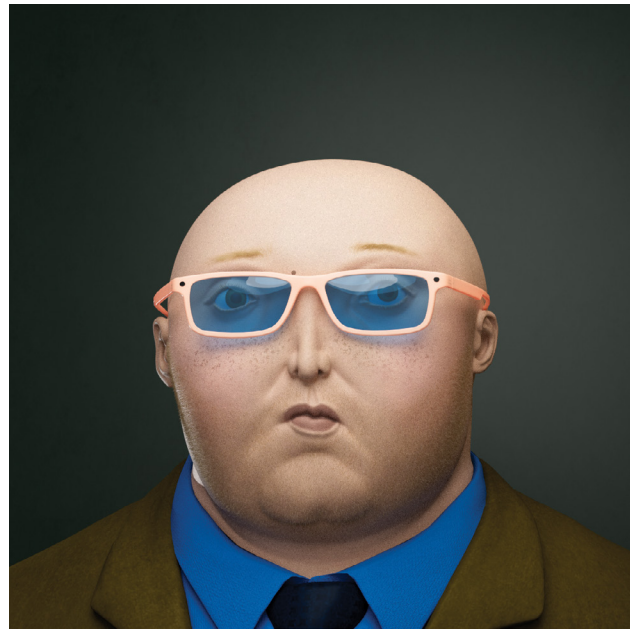
Regular #4142, Daarvid Hoogenboezem



Regular #8553, Albert Shurburt



Regular #2900, Paisley Fuzz



Regular #4968, Fester Pink



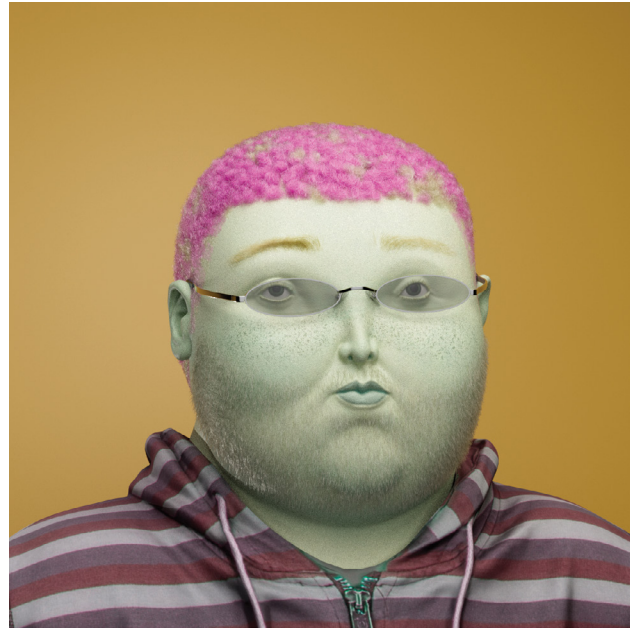
Regular #0055, Romolo Kaboodi



Regular #5674, Rick Chadwick



Regular #6186, Martha Simpson



Regular #4333, Alien Trader Mike



Regular #3983, Calido Rojo Tipo



Regular #7861



Regular #3071, Reginald Regal



Regular #6064



Regular #8234, Jacinta Regular



Regular #4117, Hugh Morris Caarnt



Logos for forty-eight of the sixty companies that comprise the *Regular Jobs* collection, ID cards at right.



RNN News

Memes from the community, p. 19, 20, 21, 22



regular.world



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533 College Road, Selden, NY 11784

<https://sunysuffolk.edu>

<https://www.sunysuffolk.edu/experience-student-life/arts/art-galleries/flecker-gallery.jsp>

Please visit and follow us on Facebook and Instagram.

regular.world

Gallery Director and Curator: Matthew Neil Gehring

Essay by @Klaus\_Regenbach

Flecker Gallery would like to offer special thanks to @p0pps, @The Dr, @Kaboodi @MildatHeart, Dr. Ed Bonahue, Dr. Lauren Tacke Cushing, Dr. Mark Harris, Dr. Irene Rios, Dr. Sandra Sprows, Dr. Edward Martinez, Charles Wittreich, Barbara Hurst, Maria Cherubino, and the SCC Association.

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*Regulars* original artworks by @p0pps © 2021 @p0pps

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