



AA Bronson - Clip 6

We called ourselves “General Idea”

Actually we don't know, why we call ourselves “General Idea” ...the first collaborative project we did, the title of the piece was “General Idea”, but we can't remember, none of us has been able to remember, how we came up with the name. It seems appropriate because it basically leaves us open to do anything and it has a cooperate sort of sound, which we always liked, because we liked to work personally in a more anonymous way, so our own personal involvement was not necessarily clear . And we've always enjoyed working in mass-production techniques and with mass-media, so that sort of thing...so our cooperated name suited our purposes.

