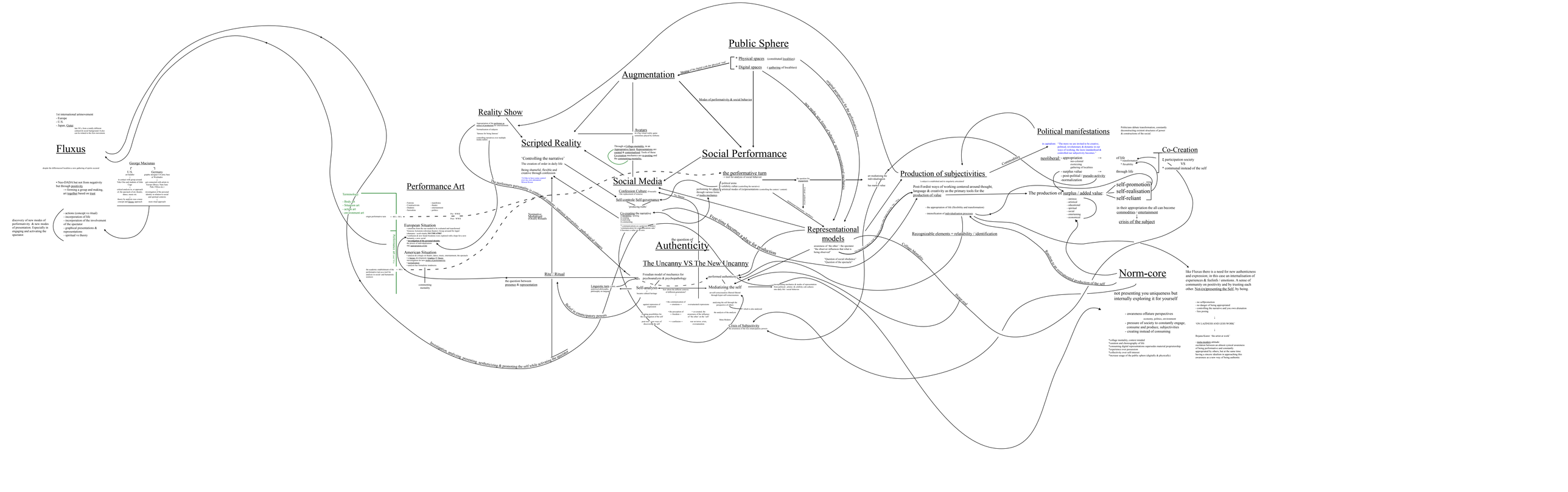
1st international artmovement
- Europe
- U.S.
- Japan, Cutai
late 50's, from a really different perspective on the world, also one to return to the Zen movement
Fluxus
despite the differences/ Tendaties a new gathering of spirits occured
George Maciunas
U.S.
- anti-Apollo
- anti-art
- anti-commercialism
in contact with group around Yoko Ono and Japanese artists in Europe/Russia/ Japan/ Asia
critical analysis as an approach of the world, the human, (hi)story, morals etc.
Basis for analysis was a more concept and history approach
Germany
- anti-Apollo
- anti-commercialism
- anti-art
get connected with artists in Europe/Russia/ Japan/ Asia/ Latin America
investigation of the personal identity in relation to social and spiritual contexts.
more ritual approach
• Neo-DADA but not from negativity but through positivity
→ forming a group and making art together based on trust
- actions (concept vs ritual)
- incorporation of life
- incorporation of the involvement of the spectator
- graphical presentations & representations
- spiritual vs theory
discovery of new modes of performativity. & new modes of presentation. Especially in engaging and activating the spectator.
Terminology
- Body Art
- Situation art
- action art
- environment art
origin performative turn
← 40's / 50's →
Pre- WWII
Post- WWII
Post- WWII
Performance Art
- Fascism
- Constructivism
- Dada
- Surrealism
- manifestos
- theatre
- entertainment
- politics
European Situation
- casualties from the war needed to be evaluated and transformed
- Vienna Actionists (Abraham Palatin), Group around Pip Appel
- Gutai group around Jiro Yoshihara, Japan
- conditions & new found freedoms were explored with a hope for a new humanism
- reevaluation of the personal identity
- the body as material for art
- the universalism of life
American Situation
- related to developments in theatre, dance, visual arts, entertainment, the spectator
- Allan Kaprow, the term happening
- Judson Dance Theater
- reevaluation
- fashion but boundless tendencies
The academic establishment of the performative turn as a tool for analysis in social- and humanities sciences
commenting
mentality
Rite/ Ritual
the question between
presence & representation
Linguistic turn
- textual philosophy
- philosophy on language
Public Sphere
* Physical spaces (constituted localities)
* Digital spaces (gathering of localities)
blending of the digital with the physical world
Augmentation
Modes of performativity & social behavior
Reality Show
appropriation of the epidemic of medical mediation for entertainment
formalization of subjects
'forces fo being famous'
controlling narratives over multiple media outlets
Avatars
(e.g. the virtual public party entertainer played by authors)
Scripted Reality
'Controlling the narrative'
The creation of order in daily life
Being shameful, flexible and creative through confession
'I'd like to bring some control over the ever-distorted Mental Event'
Through « Collage-mentality » as an artistic method, the subject can be re-centred & reprogrammed. Tools of these Co-creation mechanics are re-casting and the commoning-mentality.
Social Performance
Social Media
Confession Culture (Foucault) = the confessional of society
Self-controle Self-governance
= producing truths
Circulating the narrating
- sharing
- posting
- commenting
- creating
- remixing
- commenting on a piece of work
- commenting on the reflections upon a discourse or piece of work
the performative turn
= start for analysis of social behavior
political arena
= celebrity culture controlling the narratives
= political modes of (re)presentations (controlling the context - content)
of media mechanics
the question for
- autonomy
- resistance
Normativity
(NORM/ Ritual)
Free-time becomes a place for production
the question of
Authenticity
The Uncanny VS The New Uncanny
Freudian model of mechanics for psychoanalysis & psychopathology
performed authenticity
Self-analysis
Mediating the self
- become colored heritage
- spatial expression of experiences
- "the perception of — freedom —
- "the communication of — emotions —
- "the creation of — confusion —
- "the creation of — overwhelming experiences
- "the creating possibilities for the development of the self
- "the creating new ways of discovering the self
- "— overcontrol, the awareness of the influences of 'the other' on the 'self'
- "— not an error, error, overexamination
- self-consciousness filtered through hyper-self-consciousness
- analysing the self through the perspective of others
- the analysis of the analysis
- Meta Modern
- which is also analysed
Crisis of Subjectivity
= Deformation of the four-functionality process
Representational models
awareness of 'the other' - the spectator
"the observer influences that what is being observed"
"Question of social obedience"
"Question of the spectacle"
Production of subjectivities
= makes it established and is singularity articulated
Post-Fordist ways of working centered around thought, language & creativity as the primary tools for the production of value
- the appropriation of life (flexibility and transformation)
- intensification of individualistic processes
art mediatizing the individualization
free market values
Recognizable elements = relatability / identification
Political manifestations
Politicians debate transformation, constantly deconstructing existent structures of power & constructions of the social.
in capitalism: "The more we are invited to be creative, political, revolutionary & dynamic in our personal lives, the more disembodied & controlled we appear to become."
neoliberal - appropriation
- neo-colonial exercising gathering of localities
- surplus value
- post-politial / pseudo-activity
-normalization
Co-Creation
Σ participation society
VS
* communal instead of the self
of life
* Transformation
* flexability
through life
self-promotion
self-realisation
self-reliant
The production of surplus / added value:
- intrinsic
- artistical
- educational
- social
- social
- entertaining
- economical
in their appropriation the all can become commodities / entertainment
crisis of the subject
Norm-core
not presenting you uniqueness but internally exploring it for yourself
- awareness offulture perspectives
economy, politics, environment
- pressure of society to constantly engage, consume and produce, subjectivities
- creating instead of consuming
like Fluxus there is a need for new authenticness and expression; in this case an internalisation of experiences & feelinfs / emotions. A sense of community on positivity and by trusting each other. Not-reciprocessing the Self, by being.
- no self-promotion
- no danger of being appropriated
- controlling the narrative and you own alienation
- less posing
↓
'ON LAZINESS AND LESS WORK'
↓
Bojana Kunst: 'the artist at work'
- meta-modern attitude
- Hipsters: a highly ambivalent cynical awareness of being performative and constantly appropriated by others, but at the same time having a sincere idealism in approaching this awareness as a new way of being authentic
Commodification
Collage-Mentality
Historical
Reflexivity as a consequential production of the self
Co-creation
Co-creation
Co-creation