

Imagination at Work

The picture that is you, the statement that is you, that communicates you better than you. You do things, you want things - summarize those, create an image, create a phrase, encapsulate it all - express yourself.

You are your own person. Own that, trust your instincts: show and tell taught us everything to know about how to succeed in the world.

Work and action in process, acts of investigation. Think of the labour of the experiment, the travail of experience. Imagination projects into a future of possible actions: hypotheses, slogans, mission statements. Verify what you know with succinct statements that make definite predictions. Demonstrate the result with images that communicate clearly and immediately.

Capitalism subsuming acts into cultures - at its inception, basic abstraction translates particular experiences into general descriptions. Not the thing you want but the symbol that could translate into the thing you want, or into something else.

The symbol that does not care about specific objects or events, about its experimental ontogeny, so much as the grammatical possibilities of a transdisciplinary structure. Ideas for different times, money for different products, cultures for diverse peoples - the aphorism, the icon, the nomadic event.

The story is about ubiquity and symbolic trade - of an adaptable liquidity that avoids fixation, that performs and practices rhetoric. The people were born into malls, into television land, into the memetic ad repetitions of network algorithm commerce. Welcome to the agora, the citizens here speak consumerist, please learn the lingua franca before attempting to institute any change.

Making people aware of the culture they live without acknowledgement. The constant demand for immediacy, the powerpoint rhetoric of clarity and speed - turning explicit the implicit culture that envelops us, rooting critical speech in common reality.

Imagination at work wants to know your vision - every artist needs a good elevator pitch. Make a hypothesis, and be clear, we only have so much time.