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Concept of artistic intervention

Concept of the artistic intervention in the Creative Europe project
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Concept of artistic intervention

1. What do we plan?

“Fulfillment” is the glamorous – and euphemistic – term for the third-party logistics that fuel ubiquitous online commerce. After we have been tracing its mechanisms (especially in the field of fast fashion and with a focus on returns) for two years now and informing the public with online appearances, actions in public space, a lecture performance etc. (cf. [instagram.com/become_a_ware/](https://www.instagram.com/become_a_ware/)), we now want to explore the phenomenon and the promise of the high-flying term in more depth.

What does fulfillment actually mean and what does online retail actually do? What does the flow of goods, data and finance look like and what do they tell us about how we deal with the world and its resources? How is it changing our landscapes and cities? Which psychological mechanisms does it make use of and which ideas of wish fulfillment and fulfilled life is it based on? Is online logistics as a form of organization of abundance perhaps the contemporary form of the land of plenty? Or is it rather the end of such promises of salvation, because fullness/plenty and salvation have become incompatible?

To explore these and similar questions, we are setting ourselves and our invited audience a task that may never be fully completed and whose completion may not even be desirable: to build an iconic fulfillment sculpture in the form of a 16 meter-long truck. In line with our core competence – the preservation, redesign and conversion of used clothes – the truck is to be built from old textiles found in the streets and intended for disposal. The accumulative joint construction of the truck sculpture at several locations (cities) also serves to test and convey various alteration and recycling techniques for old textiles (in the form of workshops) and as a starting point for a discursively working through some of the questions and problems mentioned above.

We imagine the construction of the truck from old textiles a bit like the pothole near Onitsha (Nigeria) that Ryszard Kapuściński described in one of his Africa reports, a pothole that kept getting bigger and deeper and eventually gave rise to a booming counter-economy, and an entire neighbourhood. Similarly, the nonsensical truck sculpture at various cities in public space, ideally on a street or a square, is intended to stand in the way of the prompt delivery of goods, and to draw practitioners, theorists and passers-by into our search for the meaning and the consequences of “fulfilment”.

2. What is the timeline for our artistic intervention

The work on the truck wheels takes place over the entire weekend and forms the basis of the event. Various techniques for recycling old textiles will be tested in the production of the wheels and taught by experts in workshops. Both workshop participants and visitors will be asked to bring the material they have found or disused textiles of their own. The material provided by us will be collected in advance on the streets of Berlin (with documentation of the sites). Possible workshop contents are: appliqué, felting, braiding, spinning, knotting, printing, pressing, experiments with fiber-utilizing microorganisms and microorganisms (fungi, moths).

The practical construction of the truck wheels will be intertwined with a series of discursive events. These will not only be restricted to lectures, readings and discussions, but also encompass formats in which the participants can actively participate: seminars, exercises, consultation hours, etc. Possible topics are the technical and economic mechanisms of online trading, the paths of goods and the hoarding of data, the hope of ordering and the brief joy of receiving (as a psychological problem as well as a capitalist dispositif), the promise of never-ending supplies and its military origins, the contemporary world as a cargo cult. As lecturers and trainers, we have logistics experts and economists, psychologists and anthropologists, spatial planners, historians and journalists, performers and activists in mind.

3. Partners, Experts, communities, experts and participants included

As lecturers and trainers, we have logistics experts and economists, psychologists and anthropologists, spatial planners, historians and journalists, performers and activists in mind.

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