

ART-LANGUAGE

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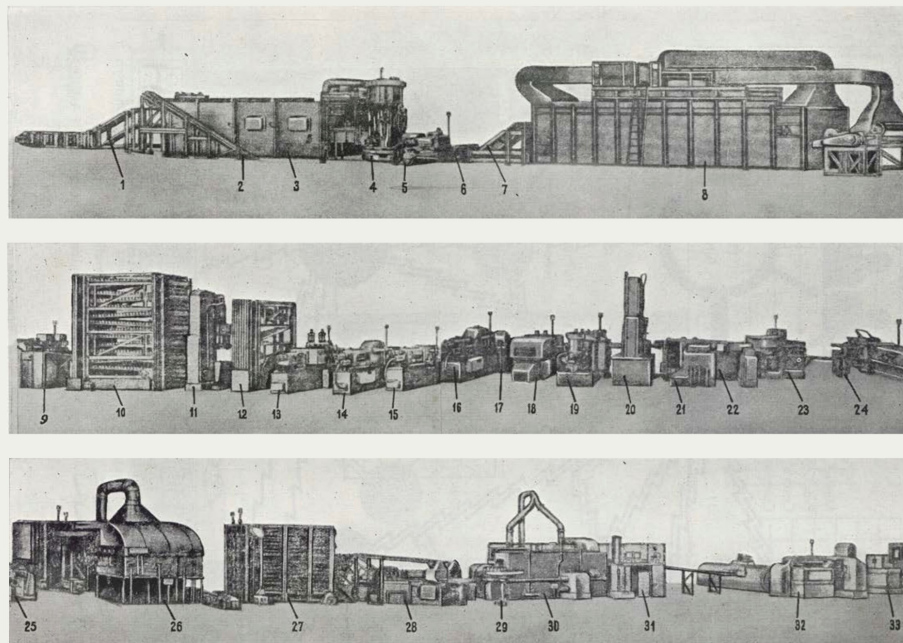


Figure 1. *Automated Factory for the Production of Subjects for the Creative Industries.*

1. Conveyor for feeding subjects into the machinery.
2. Scraper-conveyor for feeding autonomy to the furnace.
3. Electric smelting oven.
4. "Whoever it was that first hit on the notion of a university and proposed that a public institution of this kind be established, it was not a bad idea to handle the entire content of learning (really, the thinkers devoted to it) by mass production, so to speak - by a division of labor, so that for every branch of the sciences there would be a public teacher or professor appointed as its trustee, and all of these together would form a kind of learned community called a university (or higher school):" (Kant, 1798)
5. Milling machine unit for the removal of class-consciousness.
6. Transporter.
7. Slatted conveyor feeding the heat treatment oven.
8. Electrically heated oven for the inculcation of the myth of Bohemianism as a social palliative.
9. Automatic press for the separation of art from the praxis of life.
10. Storage-bunker. To be referred to as 'Creative Hub' in public facing documentation.
11. 'Modern capitalism and its spectacle allot everyone a specific role in a general passivity. The student is no exception to the rule. He has a provisional part to play, a rehearsal for his final role as an element in market society as conservative as the rest. Being a student is a form of initiation. An initiation which echoes the rites of more primitive societies with bizarre precision. It goes on outside of history, cut off from social reality.' (Uni. Of Strasbourg Student Pamphlet / Situationist International, 1966)
12. 'Even the houses in Hell are not all ugly.' (Brecht, 1945)
13. Unexplainable two-position machine for the automated generation of creative outputs.
14. Multi-cutter lathe for ideological reorientation.
15. 'Everyone does his or her task on the conveyor belt, performing a partial function without grasping the totality. Like the pattern in the stadium, the organization stands above the masses, a monstrous figure whose creator withdraws it from the eyes of its bearers, and barely even observes it himself.—It is conceived according to rational principles which the Taylor system merely pushes to their ultimate conclusion.' (Kracauer, 1927)
16. Division of labour. To be referred to as 'Collaboration' in public facing documentation.
17. Automatic gauging machine for the testing of passivity.
18. N.S.S. machinery.
19. Two wheel circular grinding machine.
20. Panoptic observation tower.
21. Pneumatic table for the lowering of expectations.
22. Load-transporter (fractional conveyor).
23. Recuperation centre.
24. Transporter.
25. Four-wheel centreless atomising machine.
26. 'The culture industry fuses the old and familiar into a new quality. In all its branches, products which are tailored for consumption by masses, and which to a great extent determine the nature of that consumption, are manufactured more or less according to plan.' (Adorno and Horkheimer, 1968)
27. Repeat: "There is no student problem."
28. 16-spindle machine for the automated production of assessment and feedback.
29. 'Reality considered partially unfolds, in its own general unity, as a pseudo-world apart, an object of mere contemplation. The specialization of images of the world is completed in the world of the autonomous image, where the liar has lied to himself. The spectacle in general, as the concrete inversion of life, is the autonomous movement of the non-living.' (Debord, 1967)
30. Washing machine.
31. Automatic checking and sorting unit.
32. Automatic packing and diploma-stamping machine.
33. Administration Office and control desk.