

Class: Limited Production/ Alternative Distribution

Subtitle: Survival tool for new cultural workers in art and culture industry

*Type: Studio 3 hours/ week * 10~15 weeks*

Instructor: Taeyoon Choi (shootmegame@gmail.com / www.tyshow.org)

The class explores ways for creative artists (New media artists, Designer, Creative Technologists, etc) to continue producing independent works after graduation. By completing series of challenging assignments, students learn about the advantages and flaws of working in art market, creative industry, and information technology. Thus, students are encouraged to do the opposite, by creating limited production of their works and explore alternative distribution.

The first half of the semester is series of lectures, discussions and introduction to the idea and examples. The second half is devoted to a final project, in which the students will produce and make profit from their work. The grade will partly depended on how much profit they make. This class is an intensive studio, therefore participation and preparation is very important. There will be more than two invited lecturers. This class is designed for senior year undergraduate students and graduate students. The class assumes all students are over-prepared to talk about topics and reading.

Basic philosophy shared in the class is

- Questioning the Culture industry, and mass produced culture.
- What is the market value of my artistic integrity and creativity?
- Can I continue to make work which creates 'alternative market values', by means of hacking the existing system. That is creating profit in cultural industry, while avoiding working for the industry.
- Can 'creative process', not the 'creative product' make profit?
- Can you sell 'Nothing' and earn 'Money'

Lecture 1 : Crash course on Capitalism and Marxism

(2 sessions of 3 hour class with guest lecturer)

Reading: Introductory text on the topic (example:), current news paper clipping of stock market evaluation, banking information, and insurance policy.

Art References: The Yes Man, Institute of Infinitely Small Things, Carey Young.

After Class Activity: We will go to a bar in the Finance District and make friends with the Wall street people.

Homework 1: Define Capitalism and Marxism with your own words. This will be reviewed by the instructor and guest lecturer.

Lecture 2: Cultural Economy and Cultural Workers

Reading topics: Theodor Adorno and Max Horkhemier- 'Culture Industry', Guy Debord: 'Society of Spectacle',

Discussion: Games industry, Emotional design, Social network, and all the web 2.0 hype.

Homework: Readings.

Lecture 3: Alternative Economy

Topics: Ideas of Anarchism, Capitalism, Socialism applied in the first world and the developing countries.

Reading: David Harvey – 'Condition of Postmodernity', Susan Buck Morss 'Walter Benjamin – Arcades Project'

Discussion: Copyright, Copyleft, Creative Commons, Opensource

Art Reference: Superflex-FREEBEER, Platoniq- Bank of Common Knowledge

Homework: Get yourself a job in a company. Write job applications for diverse companies that interests you. Go to an interview. Get a job. And quit. Document the process and contents in a blog.

Lecture 4: Economy of Cause

Topics: Philanthropy, corporate sponsorship, art funding, donations, community funding

Reading: Jürgen Habermas – 'The Structural Transformation of the Public Sphere', Mission statement of various community centers, non-profit organization, art institutions.

Art Reference: Administrative Art, 'The Other Options' show at EYEBEAM, 2008.

Homework: Get a grant: everyone will write a grant proposal for a same art project.

Studio 1: Do It Yourself: Small Publishing Office

Topics: Finding professionalism in D.I.Y culture, one man band, self curated exhibition,

Reading topics: Umberto Eco – 'Open Art', Zines, blogs, punk rock, Taste war: persona and personality

Homework: make a Blog and fill it with interesting contents, and 100 copies of self published Zine with same contents

Studio 2: Resale: Make art off of art, like making money off of money

Topics: understanding the basic idea of trade and exchange, applied to art and culture industry.

Reading topics: Introductory text on border economy, international currency, import/ export.

Homework: Buy something for at least 50 dollars and make at least 50% profit (sell it for 75 dollars). Alterations, Re-appropriation, Bluffing is allowed.

Studio 3: Outsource: welcome to cultural sweatshop

Topics: world labor issues, economy of dependence, environmentalism, applied to art and cultural industry.

Reading: Introductory text.

Homework: Outsource your art work/ or work as a labor for other artist's outsource (Spend/Earn 100 dollars)

Studio 4-6: Final Project

Create a work that practices and proves three of the following.

- Non-production as hyper-production.
- Consumption as production.
- Non physical production
- Creating profit from Process, not Product.
- Open Art work: framework, situation, context as art
- D.I.Y , Open source, Hacking tool kit

Instructor and Artist, Taeyoon Choi has sold people's morning walks routes, is occasionally Triple A grade tour guide, taught English language to American students, traveled in Europe with money earned from performing in the streets, worked on a 5 digit corporate projects as an individual entrepreneur, collects contemporary art, got national/institutional grant for art projects.