ENQUIRE WITHIN UPON EVERYTHING*

HEDDA VIÅ 2015

* the name of an encyclopedic information how-to book for domestic life published in 1856, something like The Whole Earth Catalog for the 19th century. In 1980 Tim Berners-Lee named his software project Enquire after this book, Enquire was the precursor of the world wide web. Enquire within upon everything is here used not as an analogy for the encyclopedic hypertext, but a symbol for educative and voluntary digital documentation, the surveillance of everyday life and the fragmentation of reified facts, which the masses of content providers share as raw material for multinational companies to mine and accumulate.

Whether You Wish to Model a Flower in Wax
  to Study the Rules of Etiquette
  to Serve a Relish for Breakfast or Supper
  to Plan a Dinner for a Large Party or a Small One

to Cure a Headache
  to Make a Will
  to Get Married
  to Bury a Relative

Whatever You May Wish to Do, Make, or to Enjoy

Provided Your Desire has Relation
  to the Necessities of Domestic Life,
  I Hope You will not Fail
  to Enquire Within.
I.
1.1 THE PRODUCTION OF BLANK SUBJECTS
1.2 SLEEP PARALYSIS
1.4 THE HISTORY OF MNEMOTECHNICS

II.
2.1 STOCK KNOWLEDGE
2.2 THIS SOCIETY
2.3 NON-SLEEPING BEAUTIES
2.4 DIGITAL LIFE EXHIBITIONS
2.5 COSMETICS
2.6 WORKING BODIES
2.7 THE INVENTION OF SOULS

III.
3.1 THE PRODUCTION OF SHIT
3.2 THE PRODUCTION OF MEANING
3.3 INSTITUTIONAL SURVEILLANCE
3.4 THE TENDENCY WITHIN ART
3.5 ACADEMIC DOPING
3.6 MASS IMAGE DISTRIBUTION

IV
IMAGE ARCHIVE

V
REFERENCES
I.

The ongoing privatization of sickness makes dementia the loneliest journey without collective experiences of weakness or fragility.

Sickness is part of the atomization of society where collective solutions are annihilated and the inability to cope with suffering makes client relationships expand while mutual trust erodes.

A dementia patient no longer aware of her subjectivity and history the raw material: her silent body in health care business she is able to track herself only through the monitoring technology in search of lost times a permanent loss of self-performance abilities
Sleep paralysis is a transitional state between wakefulness and sleep characterized by complete muscle weakness accompanied by a deep sense of terror. A menacing presence in the room while paralyzed.

The loss of motor activity control is a conflicting state of cognition and frozen limbs. This nightmare is no virtual phantom but our minds trying to realize our dreams. While the pace of endless accumulation tears us apart.
This techno-landscape is producing subjectivity through the circulation and distribution processes we partake in.

The non-identity is impossible

just as the subject trying to escape

through subjectivity
The longing for collectivity and communication are resources for network-based attention economies.

Lived narratives are case studies to share in compliance with the registration of life.

The construction of social objects through the technology of truth: documentality.
All externalized memory devices are part of the industrialization of our imagination: from tools through writing to digital recording. The contemporary devices are rather forgetting machines in a world with a shortage of bodily memories.

The moldering of memory + outbreaks of dementia in adolescence is a consequence of getting lost in the pre-mapped landscapes the continuation of the overload of information without the need to store anything inside the brain except the memory of a movement the finger’s short command.
The human motor and perceptual system are situated in the body within ontological assumptions about the world.

Human beings are super-adaptive and prosthetic creatures
nature builds no drones
go-pros
or google glasses
these are products of human minds.
II.

The folding and wrapping of discourse is fundamental in cognitive capitalism.

Artistic research and criticality are perfect consumer products

in the temporal-existential focus on becomings

on process-oriented

praxiographies

that mirrors

the means of production: on demand, in transit, critical, maleable & very self reflective.

References as contemporary ornament

which offer millions of

pedagogically

prefigured

possible

exits
The *lines of flights* were only cheap Ryan Air-tickets for us to buy online.

In workfare society we comprise creative work undertaken on a systematic basis in order to increase the stock of knowledge.
Our society is the system of production
at this point in history
the division of society
into classes
something wholly although
not concrete or total

This society is a historical product within time not fixed or forever standing
wherein every phenomenon and every fact = ossified parts of this ongoing process
Once upon a time cinematic montage had a liberating potential since it made the world to be perceived as malleable. The shock effect of the film cushioned by heightened presence of mind was supposed to wake the masses from their sleep.

Now the temporalization of images are highly malleable but not the relations which produce them the constant shock effect + endless repetetive moments the montage within the images of our time: distorted and displaced the poor quality of the GIF the duration of the loop is long

The quest is no longer the awakening of the masses since they cannot sleep*

Insomnia and the state of falling asleep/waking up is the current level of consciousness where rest and the passive inertia of sleep a sphere for reproduction and rehabilitation has become a luxurious event for the few

The masses are always working never completely passive slightly aware of the complete alienation which is highly reflexive and therefor painful and numb in the same time.

*The need for sleep disorder diagnosis increase in order to distribute more pro-sleep pharmacological products, with side effects that influence memory ability. The non-sleeping subjects alter their capacity for memory.
Life is the main product to be displayed.
Rihanna’s instagreamed pieces of life
merge with her fans’ instagreamed pieces of life
through sampling and copying the life of each other
post-Duchampian art inside a post-Warholian social disease:
all play made work + the obsession with the duration of faces

The overload of images of casual sexy girls in workfare society:
no time at all in the spiral of friendly tutoring

Within permanent self performance one has to create situations and quests:
the look-alikes celebrity makeup tutorials
a symbol for contemporary feminization of labour
the face as the surface for projection
of brands and the ejaculation of masculinity and racism
these are the assumed future investors
The cosmetics/ the order or adornment
female sexuality
the main product
of neoliberal western ideology

Our cosmetics/our order or adornment
the right to warfare
under the slogan of
women’s right.

Cosmetics applied on a screen
the mirror/camera narcissism
online videos are barbarism at home
and pornography is present
the spectator already active and responsible
The invention of souls
the linking of sensations & experiences
are expansions of associations possible.

Not within the situation but beyond
as a violent transgression of the moment
a refusal to participate in the vital procedure
for the enduring of this society
and the outsourcing of too much
sensual immediacy
It is said that capitalism reduces everything to shit

the space of abjection expands and sleep paralysis & dementia

reigns as supposed acts of subversion

Knowing ourselves as commodities who refuse to accumulate more impressions for further value production. To cure this refusal would be a reactionary intervention: smart drugs prescribed to keep the non-sleeping entities to prosume even more.
This system has not released forces
for us to be expropriated
there is no need to cure its symptoms.

To leave the corpses on display
a reminder: the present is death and impossibility.

The evolution of logos & diagnosis are no more autonomous than the means of production that determines social relations and the evolution of logos & diagnosis
to acknowledge this to face ourselves as commodities that stick to shit just like flies.
The veins of the world are palpable

pulsating trembling in pain and in constant transition:

the form will change the question is how

when and why

in accordance to immanent antagonism
The quantifiable structures of populism shows the appearance of Now but not the movements within the system will move along with its contradictions with a greater speed within that process it is hard to invent the concepts of human memory and sensations beyond exploitative economic structures and the present experiences of these terrifying realities.
Google images modulate the archive of today’s reification of knowing
the standardized structures for internal mapping of the world

the search engines algorithms are finite and subjected to corporate control
in post-Snowden internet people know they are patterns of big data
the make up tutorial is an effective camouflage for a secret message

quantity is queen in the variety of noise and evidence-based knowledge rules.
Art in this society is an autonomous laboratory for the lethal inventiveness of capital. This statement is repeated as part of art production itself within society which appropriates and feeds on this and negates its own negations and nourishes through the resistance against it.

Art emerges out of a subjective imposition with objective choice the assembling and moving together of determining original values in relation with someone that these circumstances bring to the front.*

*THIS ESSAY underlines a certain disbelief in the artist as researcher, and proposes a call for an outdated montage of images and signs, where reified facts construct the after-life of video production, centering the internet as a site for distribution and mass creation of affect.
Mondafinil is a wakefulness-promoting agent and the most popular brain enhancer witness statements according to respected online forums:

*increased memory retention!*

*better focus and wakefulness!*

*Nootropics (/noʊˈtrodɪks/ noh-ˈtrop-iks), also referred to as smart drugs, memory enhancers, neuro enhancers, cognitive enhancers, and intelligence enhancers, are drugs, supplements, nutraceuticals, and functional foods that improve one or more aspects of mental function, such as working memory, motivation, and attention. The word nootropic was coined in 1972 by the Romanian Dr. Corneliu E. Giurgea derived from the Greek words νους nous, or "mind", and τρέπειν trepein meaning to bend or. In 1964 he synthetised Piracetam a nootropic sold under many brand names. A 2001 Cochrane review concluded that there was not enough evidence to support piracetam for dementia or cognitive problems. A 2002 review and 2005 review concluded that piracetam had some positive effects in older patients with these problems. In 2008, a working group of the British Academy of Medical Sciences noted that many of the trials of piracetam for dementia were flawed. Originally designed to treat people with motor function disorders such as Alzheimer’s and ADHD, Modafinil has been proven to enhance working, spatial and executive memory in the brain.*
The output performance magnified is a longing for ordering and mastering all input information gathered and to make it accessible in the most profitable way

+ a desire for a life of longevity

a life for life’s sake.

Attention deficit disorder is self-defence
dementia is the longevity of individual subjectivity
depression is the state of insomnia and alienation.

Pharmacological solutions offer an evidence-based and effective adaptation to the speed of fragments flowing through you.
Through the *educational turn* the former mass medial authoritarian voice for disciplining the masses now uses the voice of the masses’ themselves

*hear:* the sound of a humiliating feed back loop of improvement

always learning/teaching new skills

participation as exploitation
The economy of time and looking: the viewer as worker will pay perview on demand performances where comments & clicks transforms to capital within nanoseconds.

Despite the radical length it is not as big or complex as it might seem.

It is not like the ocean.
IV