



monumental temporality

update #28

it is there, undeniable
for some time







you read it,
will the moment become reality?

data detox

introduce the idea of data detox to your team,
very briefly
run it for a set period

ignore all information on analyses, progress and results
just say: 'talk with your colleagues how you proceed'

seeing zero-ing

find various proxies for one ton of CO₂ emitted
and for each one an associated image

find out your organisation's tons of CO₂ footprint
(per day, week,...)
mount, at the entrance of your location, for each ton an
image of one of the proxies

update regularly with new images
adjust the number of images to your actual net zero
trajectory

document the process

lightly induced links

hand out small differently colour-coded leaflets
to people entering your building when they come to work
invite them to sit during lunch at a table
coded with the same colour as the leaflet

suggest some provoking talking points in the leaflet
indicate that this lunch is work too

video tape the event with short interviews



Four monumental artworks at locations where you would not expect them. The places which have some sort of integrity in themselves are disturbed by an intrusive element. The viewers need to adjust to the unusual occurrence. This context adds to the being of the artwork, it provokes a different awareness.

The temporality of the four art works adds another layer to them. Like they appeared, they will disappear. By the time the art work becomes a known facet of its environment, when it blends into our visual expectation, it is removed. Leaving an empty space, a second moment of awareness.

The three études (data detox, seeing zero-ing and improbable links) are unexpected interventions. They do not happen in regular organisational practises. They are unfamiliar. That gives the intervention extra meaning.

They are not intended to become part of the regular organisational tissue. Their temporality is intentional and helps to create the possibility of extension.

The exercises have a certain largess which give them a kind of monumentality, like the four works of art.

The interventions are part of the stordes initiative about 'études to shape the modi operandi for organisations as works of art'.

update #28
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p1:
elafur eliasson, *waterfall*, 2016
at chateau de versailles

p 3:
urs fisher, *wave*, 2018
at place vendôme, paris, 2023

p4:
mark manders, *tilted head*, 2019
at central park, new york city

p5:
christo & jeanne-claude, *the floating piers*,
2014-16
lake iso, italy

p10:
hein duijnste, drawing from the series
'*what is us*', 2023
chinese ink on paper
21 by 29,7 cm

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