

Market

Let's imagine that we are facing a thing without a defined form, fluctuating, subjected to irregular oscillations. A network without hierarchies deformed by multiple tensions associated with overlapping opportunities. A thing which is excessively elusive, perfume changing and chameleonic imaged. What kind of link should we establish with something that constantly tends to change? Defined in these terms we face at least three ways to position ourselves to it. The first and most immediate would be to establish a close relationship. The nearest we place ourselves to it, the better. Try to feel it close, monitor their beats, hug it until acquiring its perfume. Offer it our identity or put in other terms: camouflage in the thing. The second option would be to leave it completely aside. Stay away from it, escape as far as possible. Forget it definitely and begin to imagine something else - new, perfect - as if it had never existed. Rehearse a kind of blank slate perhaps very modern, perhaps not pragmatic. Finally, the third strategy would be to manipulate it quickly until it acquires a sense. Remove us instantly and from an average distance sharply observe its behavior. Return to it and move away always to different points until wrapping it with our look. Build a critical distance that allows us to know it until recognizing us. Make a new action plan that dilutes our private ambitions within public needs. Return to the fight as an eternal tourist. And so a thousand times.

Sebastián Adamo, Marcelo Faiden. 2007.