

Placement Provider:	Foundation for Art and Creative Technology (FACT)
Project Title:	As if...The Trickster in Tactical Media
Post:	Project Development
Start Date:	January/February 2017
Duration:	3.5 months
Deadline for Applications:	1 st December 2016
Description of Placement:	
<p>In the introduction to his masterpiece <i>Crash</i>, J.G. Ballard discusses ‘the balance between fiction and reality’. He writes,</p> <p><i>[We live] in a world ruled by fictions of every kind – mass merchandising, advertising, politics conducted as a branch of advertising, the pre-empting of any original response to experience by the television screen. We live inside an enormous novel. It is now less and less necessary for the writer to invent the fictional content of his novel. The fiction is already there. The writer’s task is to invent the reality.</i></p> <p>The novelist and former editor of <i>Mute</i>, Tom McCarthy has written, the clue lies in the word ‘invent’, we should note that ‘he is not using the words discover, intuit or reveal but invent’. The point is that reality isn’t there yet it has to be brought into existence. The curatorial premise of this exhibition of Tactical Media for a post Snowden- post-Occupy era, is that Ballard’s challenge, to invent reality through acts of fiction, anticipated one of the roads taken Tactical Media; that of the Trickster. And the trickster’s typical forms of “media act” are the hoax, the trick, the provocation and the hack.</p> <p>Our selection is guided by whether or not only by whether the artists are operating within one or more of these classifications but also that their works are informed by an underlying moral purpose. As with the best satire the aim should be to “afflict the comfortable and comfort the afflicted”. From What If to As If Ideally these tactics are so constituted as to reveal the mechanics behind the exercise of different forms of power and one of the keys to this process is the application of “fiction as method” (or “fictioning”) an awareness of the progression from the term What If to the term As If.</p> <p>The classic example of the As If method is the legendary intervention in the longstanding controversy surrounding the role of Dow Chemicals in the Bhopal disaster in 1984, when, Yes Man, Andy Bichlbaum, successfully impersonated a Dow Chemical spokesman, on the BBC World Service, promising a huge compensation for the thousands of victims of the Bhopal disaster for which Dow Chemical's subsidiary Union Carbide India was responsible. This temporarily sent the stocks of Dow Chemicals tumbling and ensured that the scandal of Bhopal was once again in the public spotlight. The trick was to act as if a desired outcome has been attained -- in this case the generous settlement of Dow’s outstanding liability. We are aiming for a show featuring the classical Tactical Media combination is art, politics, and experimental communications that focuses a the common the trickster and fiction as method to engage with ‘live’ and urgent social/political events.</p> <p>Partners and funders: Framer Framed Amsterdam; HeK, Basel; MIT Press, Cambridge, Mass; transmediale, Berlin.</p>	
Expected CPD Outcomes :	
Networking skills, planning skills in large scale project delivery, in depth knowledge of a leading NPO working environment	
Specific Skills/Experience/Training Required for the Placement:	
Microsoft Office and Google Docs, confident phone and interpersonal manner with high level stakeholders, knowledge of contemporary theory and practice in arts and the sociological impact of digital spaces and appropriate research.	