

00 Four Decades of Selling Time

01 1980

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1981: MTV

03 It was 1983 when a standardised protocol used to send messages between
04 electronic musical instruments was first published. A move to democratise
05 music making in an ever-expanding marketplace, the protocol has become
06 synonymous with 'the grid'. A global clock to which even the smallest
07 unit of sound can be virtually controlled. Against the clock,
08 heterogeneous events are reducible to figures, a programmable set of
09 commands, mappable over time.

1982: A book titled "Office Work in America"

10

11 In this new vision of musical form, the body of an individual musician
12 no longer produces it's own rhythm but conforms to an external machine-
13 time. A meter underlying the most Dionysian of expressions. Much like
14 the bodies of other workers, synced in to the general rhythm of the
15 Thatcher-Reagan era's time-signature.

1983: Donna Summer "She Works Hard For The Money"

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21 MTV: the production of an index of skylines, clouds, gasps of air: all
22 regulated as 'unregulated' outpourings. Buying up and selling her time
23 back to her. Selling herself 'herself' in the form of a standardised
24 conception of her own freedom. The pluralisation of *feminism* into
25 *feminisms* indicative of the developing socio-economic divide between women.



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28 And in its advancement every-body-wants-her-body-to-want-her-to-want-to-
29 rule-the-world.

1985: Grace Jones "Slave to the Rhythm"

1986: My name is printed onto a medical bracelet and slipped around my wrist

1986: Aha "Take on Me"

1987: Prozac

1987: She counts out the change on the counter top

1989: Tiananmen Square, The Simpsons, The Berlin Wall,

1990: The Internet, Operation Desert Shield, "Nothing Compares to You"

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32 1990

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34 Against the clock, she has "become an image that can be reproduced,
35 multiplied and copied, a riff that travels effortlessly through
36 commercials for almost anything" (H. Steyerl "A Thing Like You And Me"
37 2010) The quickening pace to the production of a world made exclusively
38 of digitally produced sounds and images. A world governed by the
39 temporal logic of the 4/4 beat.



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41 But to whose body will she be reincarnated?

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47 She has gleefully occupied the castle but she's still following the
48 patriarchs up hallways. She requests full access to the 'there' of 'there
49 is no alternative'. Her emancipation harnessed to the engine of capital
50 accumulation.

51
52 Fixated upon the attainability or unattainability of a future no longer
53 located in a specific place but to no-world-but-the-world-inside-a-world-
54 of-images.

55
56 The continuing separation of life into two parallel forms of life: one
57 lived in the dimension of time and one lived in service of the
58 production of time. She lives to reproduce the time of others.

59
60 Watching as the interior space of the world-made-of-images is regulated
61 into suffocating compartments. Expressions on faces reducible to
62 categories of expressions on faces.

63
64 The personal portfolio.

65
66 The reproduction of history as a standardised chronology.

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68 98, 99...

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73 2001: The city as a landscape of pure modulation. Increased speed:
74 rhythm: HDMI, CYMK, LGBT. The .com crash.

75
76 The inscription of a process of deregulation into the technological
77 restructuring and globalisation of production. A music industry in
78 crisis necessitates the need for 360degree artist administration.
79 Wall-to-wall body-as-billboard, set against a sequence of seemingly
80 unpredictable flashing lights.

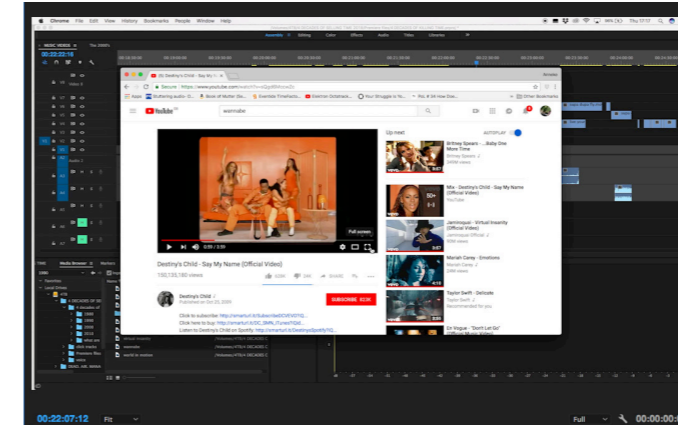
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82 The increasing violence that underlies this projection: depressed wage
83 levels, decreased job security, declining living standards, a steep rise
84 in the number of hours worked per household, exacerbation of the double,
85 triple or quadruple shift.

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1991: Belinda Carlisle "Live Your Life and Be Free"
1993: The MP3
1996: Spice Girls "Wannabe"

1997: The desensitization that repetition brings

1999: Destinys Child "Say My Name"



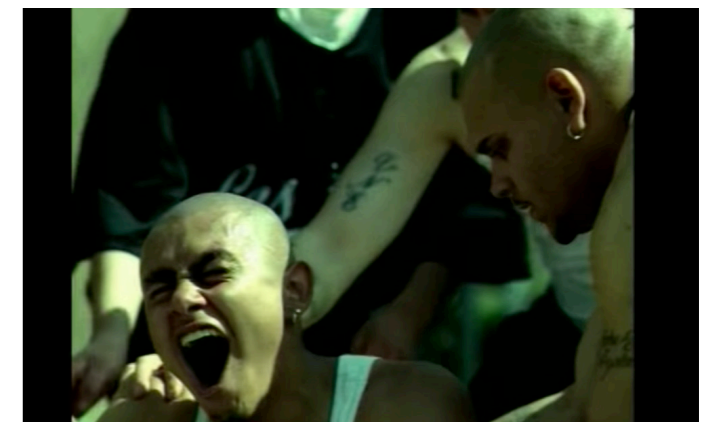
1997: Daft Punk "All Around the World"

1999: She inputs the sensations that have been described to her into a computer, clicking on symptoms that have long been given a category

1999: The millennium-bug

1999: A baseball cap from the Grand Canyon with my name embroidered on the inside

2001: Kylie Minogue "Can't Get You Outta My Head"



2002: Mary J Blige "No More Drama"

92 A photograph from the 90's in which she's depicted gleefully chasing the
93 patriarchs up a hallway has become the stock backdrop of a new era. She
94 valorises herself as competitive, outgoing, industrious. She can be the
95 boss, but she's been expropriated from the fruits of her own labour.
96
97 And the corridor has become the universal site of habitation.

98
99 2010

100 The platform now fully uploaded into her nervous system. It's logic no
101 longer metric but irrational, experienced as a continuous tone. The tone
102 makes it hard to think, attention become product. A permanent
103 electrocution.

104

105

106 The softly authoritarian female voice instructing her to 'please place
107 the item in the bagging area'. The history of radio as MTV as the
108 internet. The voice in speech that permeates the fabric of the everyday.
109 The incessant technical renewal of clouds.

110

111 The re-enactment of the past as a means to shut-down the possibilities
112 of the future.

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123 Even when it's aiming for science fiction.

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127 The integrated spectacle of everyday life, one in which most time is
128 spent googling her dreams. And one in four girls is depressed by the age of
129 fourteen. The idea of the existence of a world outside the world of a
130 time-reducible-to-a-compartment-or-a-protocol-or-a-meter-or-an-
131 expression-on-a-face growing ever more diminished.

132

133 She may go here and there but isn't really able to go anywhere.

134

135 The ongoing negation of life.

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2004: Facebook

2004: She must wear an "earthing" wrist strap to remove static electricity,
so as not to damage the electronic components she handles during their
manufacture

2005: A printed page detailing the ingredients of my blood

2007: The iphone placed in her breast pocket emits radiation against her chest

2008: A global financial crisis

2010: Janelle Monae "Cold War"



2016: Beyonce "Hold up" // Pipilotti Rist "Ever is Over All" 1998



2018: Taylor Swift "Delicate" 2018 // kenzo ad (Spike Jonze) 2016

