

Desearch Reaportment: Corporate Creativity Workshops for Art

Mark Clintberg

Prendre position

Taking a Stance

Number 85, Fall 2015

URI: <https://id.erudit.org/iderudit/78602ac>

[See table of contents](#)

Publisher(s)

Les éditions esse

ISSN

0831-859X (print)

1929-3577 (digital)

[Explore this journal](#)

Cite this document

Clintberg, M. (2015). Desearch Reaportment: Corporate Creativity Workshops for Art. *esse arts + opinions*, (85), 72–75.

Desearch Repartment:

Corporate Creativity Workshops for Art

Mark Clintberg

To “de-search” implies an inversion of research methods. It is the chosen strategy of the collaborative entity called Desearch Repartment. The artists responsible for the work, who choose to remain unnamed, explain, “Desearch is a methodology that satirizes the contemporary art world, in which we emulate a neoliberal exercise of privilege through the removal of facts, context and responsibility.” Their *Corporate Creativity Workshops for Art* at article, in Montréal, in February 2015 drew on tropes of corporate team building, motivational speaking, and crafting, blended with references to pop psychology, social practice, and the cult of celebrity endemic to contemporary art. One dialectic that they explored was the use of “captivation” in art fairs and the prison complex. Participants, who were invited to don cut-out masks bearing the faces of pop culture icons (including Mark Zuckerberg, Marina Abramović, and Oprah Winfrey), completed social media-style quizzes with questions innocuous, arbitrary, and political by turns (“What drink are you?” “What do you like about neoliberalism?”). Through ad-hoc craft projects participants were asked to relate a subjective story using emoticon stickers adhered to a paper cut-out smartphone, hyperbolizing the voluntary surrender of data and images inherent to social media. Competing teams designed garments that responded to themes such as “Hydrate,” “Property,” and “Blood” using supplies from dollar store and charity shops. A corporate logo wall banner was positioned near the exit, perfect for taking parting selfies to be posted to Instagram and Facebook, and therefore virally contributing to one system Desearch Repartment intends to critique.

La « décherche », stratégie choisie par le collectif d’artistes anonymes Desearch Repartment, suppose un renversement méthodologique. C’est une méthode qui satirise le monde de l’art contemporain par la simulation de l’exercice néolibéral du privilège en éliminant faits, contexte et responsabilité. Les « ateliers de créativité entrepreneuriale pour l’art », présentés à article (Montréal, février 2015), exploitent différents tropes — renforcement d’équipe, discours motivationnel et travail manuel — entremêlés de références à la psychologie populaire, aux pratiques sociales et au culte, tenace, de la célébrité dans l’art contemporain. On y explore l’usage dialectique de la « captivation » dans les foires d’art et le complexe carcéral. Les participants mettent le masque d’une célébrité (Mark Zuckerberg, Marina Abramović, Oprah Winfrey...); ils répondent, comme dans les médias sociaux, à des questions tantôt inoffensives, tantôt arbitraires ou politiques (Quelle boisson êtes-vous? Qu’aimez-vous dans le néolibéralisme?). Dans le cadre de projets de bricolage, ils racontent une histoire subjective avec des émoticônes autocollantes alignées sur un téléphone de carton, hyperbole du renoncement volontaire aux données et aux images inhérent aux médias sociaux. Avec du matériel acheté au Dollarama et à des comptoirs de charité, des équipes rivales fabriquent des vêtements thématiques : « Hydratation », « Propriété », « Sang »... Près de la sortie, un pan de mur est couvert de logos : c’est l’occasion parfaite de prendre un égoportrait d’adieu à diffuser sur Instagram ou Facebook — et d’apporter ainsi une contribution virale à l’un des réseaux que Desearch Repartment entend critiquer.

Traduit de l’anglais par **Sophie Chisogne**



Desearch Reperment
Corporate Creativity Workshops for Art
(Motivate: Stop Torturing Your Selfie), 2015.
Photo : © Desearch Reperment

deep traditions, reinvented yesterday

meditation gently

voluntary extension

modular tissues

often undervalued

acceleration complexity

negativity is linked to strength

Yaga cures!

Which A words guide your practice?

Learn affirmation through hand movements

ATLAS SHRUGGED

A YN RAND

Learn to say YES through the neck

“Yaga is a vital weapon in the fight against tech-neck, and controlling the Y-zone.”
–The Telegraph

Yaga connects the body and the mind

Action, Affinity, Attitude, Advancement, Access, Answers, Autonomy, Ambiguity, Audience, Anytime, Aesthetic, Affirmation

Life enhancing

5th Pose: Yes-us Shrug

3rd Pose: Donkey Hold A

1st Pose: Rise Above

2nd Pose: The Lockdown

4th Pose: Stress Block

“Actually, by nodding you exercise the brain stem, strengthening its core.”

shutterstock

Learning to say YES

ya ga



Deserch Reperment
 YAGA, (affiche et pratique | poster and practice
 Corporate Creativity Workshops for Art),
 article, Montréal, 2015.
 Photos : © Deserch Reperment



Desearch Repartment
Entitled After Kim and Vanessa
(The'A and Yess with institutional logos), 2015.
Photo : © Desearch Repartment