

The Art of Information - creativity in the age of information

A Futurology.

Nexus 17.

Has pop run out of tunes?

Comte de Lautréamont

Isidore-Lucien Ducasse
(1846-70)

Plagiarism is necessary.
Progress implies it. It
holds tight an author's
phrase, uses his
expressions, eliminates a
false idea, and replaces it
with just the right idea.





Ideas improve. The meaning of words participates in the improvement. Plagiarism is necessary. Progress implies it. It embraces an author's phrase, makes use of his expressions, erases a false idea, and replaces it with the right idea.

(Guy Debord)

Situationist International

izquotes.com

Unoriginal Genius Uncreative Writing



- Kenneth Goldsmith



- Marjorie Perloff

Marjorie Perloff

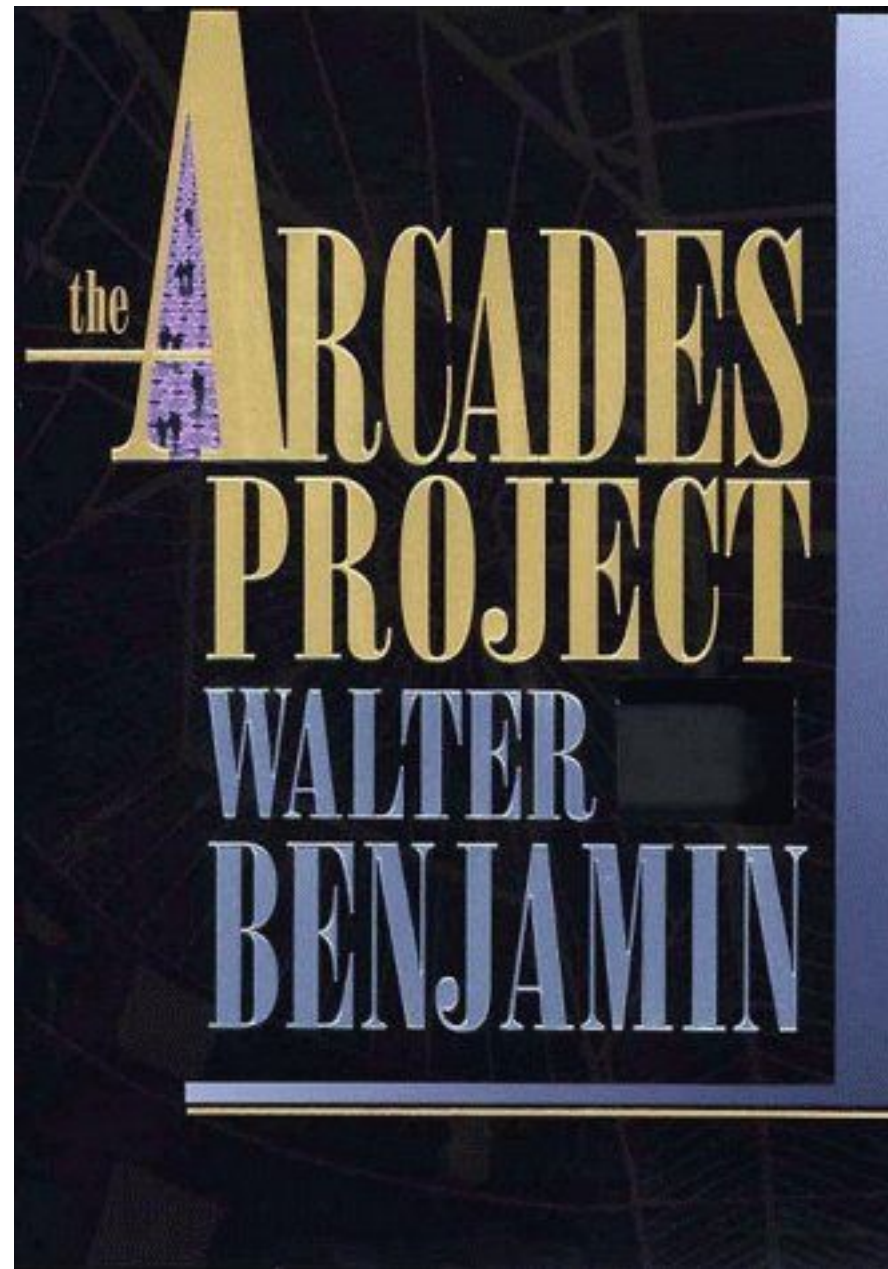
Her idea is that, because of changes brought on by technology and the Internet, our notion of genius – a romantic isolated figure – is outdated. An updated notion of genius would have to centre around one's mastery of information and its dissemination.

Kenneth Goldsmith

Its clear that long-cherished notions of creativity are under attack, eroded by file-sharing, media culture, widespread sampling, and digital replication. How does [education] respond to this new environment? This workshop will rise to that challenge by employing strategies of appropriation, replication, plagiarism, piracy, sampling, plundering, as compositional methods. – *notes from the ‘Uncreative Writing’ module, University of Pennsylvania.*

What is the place of individual genius in a global world of hyper-information— a world in which, as Walter Benjamin predicted more than seventy years ago, everyone is potentially an author? For poets in such a climate, "originality" begins to take a back seat to what can be done with other people's words—framing, citing, recycling, and otherwise mediating available words and sentences, and sometimes entire texts.

– *comments on Perloff's book 'Unoriginal Genius'.*

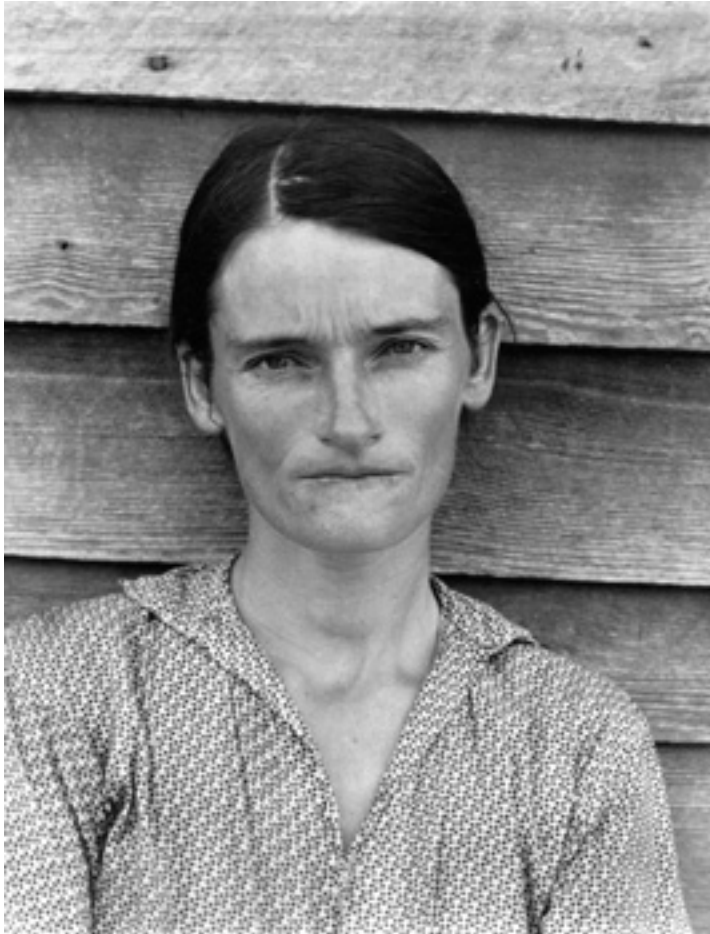




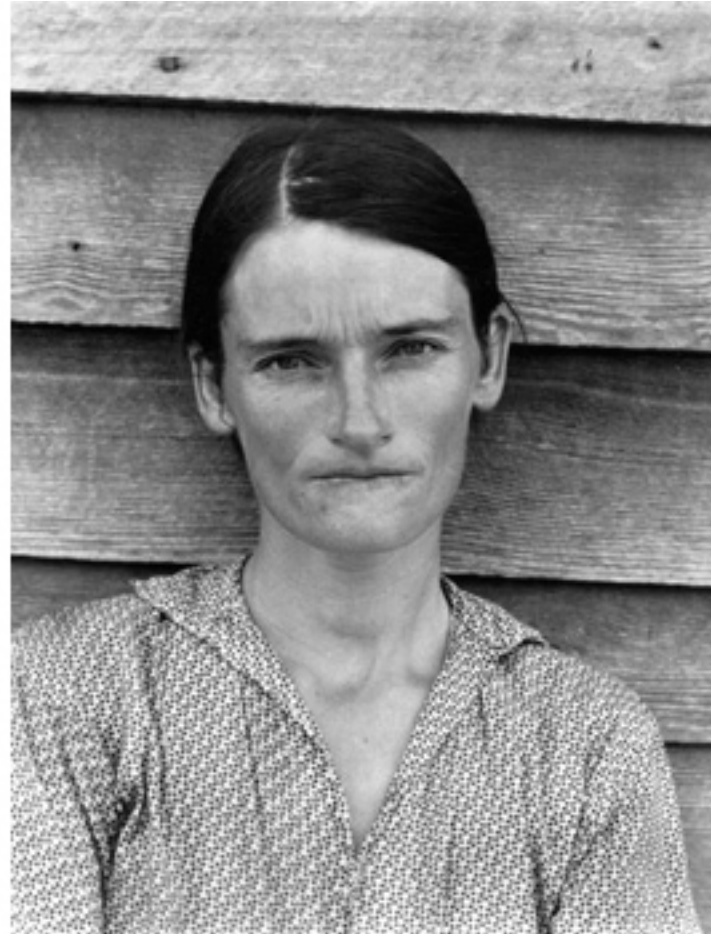
It is something that artists do all the time unconsciously, working in the style of someone they consider a great master. I just wanted to make that relationship literal.

— *Sherrie Levine* —

AZ QUOTES



Walker Evans 1936



Sherrie Levine 1981



Modifying "UNTITLED" requires an administrator name and password.

To move
"dc52fc4f9bac7dc3c66667aa1ffcd9a8e483a6c4.jpg",
click Authenticate.

Authenticate

Cancel

**The world is filled to suffocating.
Man has placed his token on
every stone. Every word, every
image, is leased and mortgaged.
We know that a picture is but a space
in which a variety of images, none of
them original, blend and clash.**

For the past several years, I've taught a class at the University of Pennsylvania called 'Uncreative Writing'. In it, students are penalised for showing any shred of originality and creativity. Instead, they are rewarded for plagiarism, identity theft, repurposing papers, patch-writing, sampling, plundering, and stealing. Not surprisingly, they thrive. Suddenly, what they've surreptitiously become expert at is brought out into the open and explored in a safe environment, reframed in terms of responsibility instead of recklessness.

- *Kenneth Goldsmith.*

... despite what cultural pundits might say,
creativity – as its been defined by our culture with
its endless parade of formulaic novels, memoirs, and
films – is the thing to flee from ... [L]iving when
technology is changing the rules of the game in
every aspect of our lives, it's time to question and
tear down such cliches and lay them out on the floor
in front of us, then reconstruct these smouldering
embers into something new, something
contemporary, something – finally – relevant.

- *Kenneth Goldsmith.*

ipcres.com