

THE

NOT

i/●/i/p

images, objects, information, people

Visual Talking Points

The Nut That Didn't Know (Fact Sheet)

Mitchell Kane, 2005-2009

THAT
DIDN'T
KNOW
IT
NEEDED
TO BE

CRAACKED

1

The Nut.

2

***Why the Nut
doesn't know.***

3

***The possibility
of a new Nut?***

Man's need to progress: pushing the envelope...

Satisficing: Decision-making: efficiency (economic) and desire

Narcissus narcosis [McLuhan], creative complacency

Objectivity [historical model with meaning, representation, identity, and social space being the most recent condition].

Pluralism is a liminal space replacing oppositional strategies.

Criticality and subjectivity.

Post-Experiential Scenario



Mercury 7 Astronauts, NASA, 1968-1973

Herbert Simon, 1984 Nobel Laureate in Economics, came up with the term "satisficing" for his work on administrative decision-making.

"Satisficing" explores the two key factors of desire and efficiency, and how they yield a specific result. In other words, satisficing suggests that when a person is given an option between two or more things they will always select the best "option" available from those presented.

The nut doesn't know because the subject no longer has distance from itself. Proximity and being are one in the same. This rings of a McLuhanism, *narcissus narcosis*, where he describes our human engagement with media as being comparable to a fish in water, where the fish is oblivious to the dependency of it's own immersion.

As artists, we have arrived at a point, rhetorical or not, where we are so sufficiently satisfied with our ability to interpret our environment solely through our individual tastes and desires, metaphors and processes, meanings and forms, that our ability to sense and see afresh is habitually inhibited.

The idea of subjectivity I'm describing is the continuation of a traditional vanguardist project, which represent forms of aesthetic objectification where ideas are named.

Recognizing how we objectify subjectivity is what the nut doesn't know.

The questioning of subjectivity is a major taboo, because it ruffles the very premise of our pluralistic understanding of individual expression.

SUGGESTION

POST EXPERIENCE

How do we engage our surroundings?

multi-sensory,

informational,

adisciplinary

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Visual talking points/observations/visual
arts/progress and subjectivity