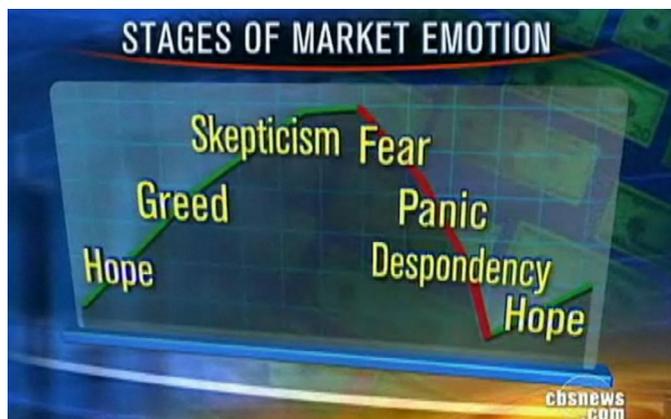


REVERSE-ENGINEERING ECONOMIC MANIA

REFERENCES



Fear and the stock market, still from CBS news.
<http://www.CBSNews.com>



Anna Ridler, *Mosaic Virus video still* (2018). Tulip growth visualisation determined by bitcoin value.
<http://annaridler.com>



Amy Balkin, *Public Smog proposal* (on-going). Off-setting emissions trading, with a clean sky park.
<http://www.publicsmog.org>



Julian Oliver, *Harvest* (2017). Wind energy harvests bitcoin income for climate change research.
<https://julianoliver.com/output/harvest>



Unknown Fields, *We Power Our Future With the Breastmilk of Volcanoes* (2016). Documenting the extraction of lithium from the salt plains of Bolivia.
<http://www.unknownfieldsdivision.com>



Agnes Denes, *Wheatfield* (1982). Acres of wheat-fields planted in financial district of New York as public intervention.
<http://www.agnesdenesstudio.com>

REVERSE-ENGINEERING ECONOMIC MANIA

24TH SEPTEMBER - 7TH NOVEMBER 2018

BRIEF LEAD BY TUTOR LAUREN ALEXANDER

A research project between Amsterdam and Istanbul, which will be presented as part of the public program of the Istanbul Design Biennial, A School of Schools, 28th October - 4th November 2018.

On the year of the 10th anniversary of the global financial crash, *Reverse-engineering Economic Mania* will critically investigate colonial and contemporary trade connections between The Netherlands and Turkey. Looking at the Netherlands' colonial history as a backdrop- being the home of speculative trade methods- we will develop and publish thoughtful experiential alternatives for economic exchange in a global future.

CONTEXT

In the Netherlands, economic wealth has been created and maintained based on hundreds of years of historical links to trade in Africa, Asia and the Middle East. Accumulated wealth created during the Dutch Golden Age, was multiplied by the development of trade speculation and the stock market, an invention of the Dutch. Today the Netherlands remains one of the leading economies in relation to its very small size. For example, it is the largest exporter of freshly cut flowers and meat to many different emerging economies. This project examines historical connections between East and West by studying the infamous tulip bubble, aka Tulip Mania, which took place during the early 1600's, in which the tulip bulb, which originated from Turkey suddenly became an object of wildly speculated value and investment. Many of the trading techniques developed during this colonial period were implemented globally to form our current, flawed capitalistic system.

ASSIGNMENT OUTLINE

This project will require you to engage in readings, field-work and conversations related to financial speculation, alternative currencies and how these could be applied to our contemporary environment. Also, you will be required to consider the historical and contemporary connections between Istanbul and Amsterdam, which have emerged out of colonial trade and more recently globalization.

Using your research, field trips and interviews in the Netherlands and in Istanbul you will be required to visually map out historical and contemporary routes and flows of capital. You will be required to assess existing methods of alternative economy and develop your own models for activating reverse- engineering of the capitalist system. You will be attempting to understand what has gone wrong during specific moments in history and to think about one or a series of thoughtful, effective-or not-, safe-or not-models of economic exchange which could propel us independently from governments, the queen or animals, sugar or any of Maslow's pyramid of needs into the future.

EXPECTED DELIVERABLES FOR ASSESSMENT:

A. A detailed visual mapping of flows of capital, experimenting with plotting data and a visual outcome of your choice based on research results. Visuals need to be experiential and immersive!

B. A well crafted and published radio segment, (at least 5 minutes) to be presented at the Istanbul Design biennial public program together with visuals, in which you are able to propose and argue your findings as a basis for your new exciting model.

C. Your pitch to the Nobel Museum in Stockholm, Sweden. This pitch can take any form: opera, performance, text, poetry, video etc..., but the goal being that your new economic model (and the format you selected to present it) gets a chance to be exhibited there and potentially run up for a Nobel Prize. Investigate the requirements and propose how your model could and should be granted a prize and a space for exhibition.

Step 1: Research

Select an organization to work with in the Netherlands.

You may select from the following grassroots alternative economy organisations / models:



UNIVERSITY OF THE UNDERGROUND

1. Alternative currency in Rotterdam, *de Dam* <https://www.rotter-dam.nl/english>
 2. Alternative money in Arnhem, called the *Hert*
 3. Alternative money in Groningen, called *Cronings geld*
 4. Geefeconomie organisation "Giving Economy" <http://geefeconomie.nl/> R. Vesseur, P. Smolders
 5. Doughnut Economy, book by Kate Raworth, with many followers world wide.
 6. DSE, Platform for transition to sustainable economy, <http://platformdse.org/>
 7. New Financial Forum, <https://www.newfinancialforum.nl/>
 8. SPOK, www.speculanten.nl, activists who deal a.o with the speculation of land in NL
 9. New Economics Foundation, UK based solidarity organisation, www.neweconomics.org
 10. Decentralised currency, such as Stichting Bitcoin Nederland
<https://www.bitcoinwednesday.com/events/bitcoin-wednesday-64/> (Event on 3rd October)
 11. SOMO, Centre for research on Multicultural Corporations, www.somo.nl
 12. International Citizen debt audit network, www.citizen-audit.net
 13. <http://www.rethinkingeconomics.nl/>
 14. Transnational Institute (TNI), <https://www.tni.org>
- Feel free to add to this list, should you find more interesting options.

Create a relationship with this organisation, study and define, through research, interviews, workshops and other formats, what their ideology and ambition is and what your position is to that? You may not always agree with their motives. In this stage we ask you to take the position of an investigator: listen, analyse, but also trigger, and reflect on your findings. Throughout the research process, your findings should be documented and published.

Step 2: Interpretation

Translation of your collected research into impactful visual outcomes.

Considering that you will have a booth at the Istanbul Design Biennial, to share your stories and findings, what is the best visual way to show your visual outcomes, in combination with your radio segment? How do you choose to publish your findings? Will you bring or make a 3D model, project a VJ show, create giant printed maps, or make a public intervention?

Step 3: Database of audio and visuals

Data, audio and visual collection during field trips will all become useful when you create your final radio show. Please remember to collect and document as we progress during the project. The findings and field trips, organized and self-initiated will be used as content for your mini exhibition and radio show.

Step 4: Public radio and presentation

At the Istanbul Design Biennial, School of Schools public programme

28 October – 4 November 2018

At the biennial, University of the Underground will be given a classroom space inside the Arter venue, which will be open from 10am – 7pm daily. There is limited furniture and equipment in the space, we expect that you are able to use the space to produce work, but most importantly to show your process and create an immersive display / exhibition environment for visitors to interactive and learn from and participate in your findings and new models.

Radio programme at Arter, Istanbul

During the entire or some of the period we are in Istanbul, we will run a public platform, where you will be able to invite guests, to watch, engage in and participate in your radio show as a publishing and communication tool for your reverse-engineered models. Your radio programme will need a name and communication plan.

- Istanbul Timetable and planning for Istanbul to be announced

Step 5: Pitch and Crit 7th November

Present your research, resolved work and Nobel Prize pitch (all deliverables mentioned above in the "Expected deliverables for assessment" section) to your tutors and invited guests.

REVERSE-ENGINEERING ECONOMIC MANIA SYMPOSIUM, SPEAKERS LIST

Anna Ridler, *new media artist*

Deniz Karaman, *Dutch politician (Groen-links)*

Tamar Shafir, *Researcher/ curator Nieuwe Instituut, Rotterdam,*

Dr. Esther Helena Arens, *historian*

Femke Herregraven, *artist/designer*

EXCURSIONS IN THE NETHERLANDS

Euronext (Amsterdam Stock Exchange)

Euronext is the pan-European financing centre and plays a key role at the heart of Europe's capital and financial markets. See full description in Calendar.

Please note:

- No caps / headscarves allowed! Decent clothing advised.
- Bring your ID

Dutch National Bank

The Dutch National Bank is committed to a stable financial system: stable prices, solid financial institutions and properly functioning payment transfers. In the fulfilment of all its tasks, DNB puts into practice its mission: working on trust. See full description in Calendar.

Royal Flora Holland Aalsmeer

Royal Flora Holland at Aalsmeer is the largest trading centre for plants and flowers in the world. And it's just a stone's throw from Schiphol airport. This is the only place in the world where you can watch them in action!

Amsterdams Stadarchief (to be confirmed)

They offer custom tours of map collectiona collections. For example, in their collection there is a book about the connection between Amsterdam and Turkey.

ONE DAY WORKSHOPS (TBC)

Unmapping with images with artists / photographers,

Elodie Hiryczuk & Sjoerd van Oevelen

<https://www.hiryczukvanoevelen.com/perspective-of-disappearance>

3D scanning and experimental image making skills

Music video producer Kévin Bráy (tbc)

Example vids:

https://www.youtube.com/watch?v=a03XVCxV8gM&list=PLv8viMJRD18eSgsI6RfZhzg4Hoiv_5f8N

<https://www.youtube.com/watch?v=p-fel3XIR3g>

TEACHING TEAM

Tutors: Lauren Alexander (lead), Dr. Nelly Ben Hayoun, Sjaron Minailo & Teun Castelein

Coordination and symposium: Sjoerd ter Borg

TIMETABLE, SEPTEMBER - NOVEMBER 2018

Mon, 24.09.18

9.30 - 18.00 *Symposium Reverse-Engineering & Economic Mania*

Tues, 25.09.18

10.00 - 14.00 Tutorials Sjaron and Teun

14.45 - 17.00 Excursion: Euronext Amsterdam Stock Exchange

Wed, 26.09.18

9.30 - 21.00 Opening Year Sandberg Instituut

Thurs, 27.09.18

10.00 - 17.00 Thesis Class Mijke van der Drift

17.00 - 18.00 Time for current affairs

18.00 - 20.00 Allegory of the Cave Lecture Series

Mon, 01.10.18
10.00 – 14.00 Tutorials Sjaron

Tues, 02.10.18
10.00 – 14.00 Tutorials Teun
15.00 - 17.00 Excursion Dutch National Bank

Wed, 03.10.18
10.00 – 14.00 Tutorials Lauren
Bitcoin Wednesday event Amsterdam, check website (optional)

Thurs, 04.10.18
5.30 (AM!) – 10.00: Excursion Royal Flora Holland – Flower Market
17.00 – 18.00 Time for current affairs
18.00 – 20.00 Allegory of the Cave Lecture Series

Mon, 08.10.18
10.00 – 17.00 Tutorials Nelly
10.00 – 14.00 Tutorials Sjaron

Tues, 09.10.18
10.00 – 14.00 Tutorials Teun
10.00 – 14.00 Tutorials Lauren

Wed, 10.10.18
Workshop day-3D scanning and experimental image making skills_ TBC

Thurs, 11.10.18
10.00 – 17.00 Thesis Class Mijke van der Drift
17.00 – 18.00 Time for current affairs
18.00 – 20.00 Allegory of the Cave Lecture Series

Mon, 15.10.18
10.00 – 14.00 Tutorials Sjaron
Deadline Global Program

Tues, 16.10.18
10.00 – 14.00 Tutorials Teun
10.00 – 14.00 Tutorials Lauren
15:00 – 18:00 Interim pitch for models in progress with Lauren

Wed, 17.10.18
Workshop day- Unmapping with images with artists/ photographers_ TBC

Thurs, 18.10.18
10.00 – 17.00 Medialab Workshop Voice and Image
17.00 – 18.00 Time for current affairs
18.00 – 20.00 Allegory of the Cave Lecture Series

22.10.18 – 24.10.18
Preparation for Istanbul, equipment and finalising work

Thurs, 25.10.18
10.00 – 17.00 Thesis Class Mijke van der Drift (Skype)
17.00 – 18.00 Time for current affairs
18.00 – 20.00 Allegory of the Cave Lecture Series

Sun, 28.10.18 – Sun, 04.11.18
Lauren and students in Istanbul (program tbc)

07.11.18

10.00 – 18.00: Final crit *Reverse-Engineering & Economic Mania***KEY TOPICS COVERED**

- Counter-cartographies
- Underground radio
- Speculative models
- economical models
- post capitalism
- prize and grants (Nobel prize and others)

REFERENCES:**For watching/listening:**

- *Capitalism: A Love Story*, Michael Moore
- *Money & speed: Inside the black box – VPRO Tegenlicht*, Marije Meerman (mostly English)
<http://www.youtube.com/watch?v=aq1Ln1UCoEU>
- *Too Big to Fail – HBO*, Curtis Hanson
- *The Big Short* (2015) directed by Adam McKay
- *The Doughnut economy* https://www.youtube.com/watch?time_continue=98&v=1BHOfIzXPjI
- *Bankgeheimen van Joris Luijendijk*, 2015 (Dutch) <https://www.youtube.com/watch?v=yphKWSbwplg>
- *The Ascent of Money: A Financial History of The World*, Niall Ferguson
<https://www.youtube.com/watch?v=fsrtB5Ip60s>
- *Het Bitcoin-evangelie*, Hans Busstra (VPRO Tegenlicht)
https://www.npo.nl/vpro-tegenlicht/01-11-2015/VPWON_1232890 (Dutch)
- *Garden Broadcasts: Speculative Value* (Thursday Night Live!) 05-04-2018
<https://soundcloud.com/hetnieuweinstituut/thursday-night-live-garden-broadcasts-speculative-value>
- *The Beauty of Maps*, BBC documentary online
- Episodes 1 - 4, start here: <https://www.youtube.com/watch?v=Ndijfk-ayul&list=PL8418COFOEB1AF70D>
- Information layers of atlases: Joost Grootens, www.joostgrootens.nl/
Interview: <https://vimeo.com/124822125>
- *Tulip Fever*, historical / romantic drama film directed by Justin Chadwick, 2017

For reading:

** (PDF included)

- ** *Confusion of Confusions* (1688) the first poem/book about trading, Josseph de la Vega
- ** *Matters of Exchange*, Harold Cook (2007)
- ** *Interview with Femke Herregraven and Natasha Hoare, Art in the Age of...*
- ** *Close-up at a Distance, Mapping, technology and politics*, Laura Kurgan
- ** *Terra Infirma*, Irit Rogoff; *Geography's visual culture* (2000)
- ** *The Future After the End of the Economy*, Franco Berardi Bifo
- ** Saskia Sassen, *Expulsions, Brutality and Complexity in the Global Economy*, Chapter 3, 2014
- *The Econocracy: The Perils of Leaving Economics to the Experts*. Book by Cahal Moran, Joe Earle, and Zach Ward-Perkins
- *PostCapitalism: A Guide to Our Future*. Book by Paul Mason
- *Optimism over Despair: On Capitalism, Empire, and Social Change*, Noam Chomsky
- *The Origins of Value: The Financial Innovations that Created Modern Capital*, ed. William N. Goetzmann, K. Geert Rouwenhorst, chapter: Futures and Options Trading (1550-1650)
- *400 jaar officiële betrekkingen: Turkije-Nederland en 50 jaar Turkse migratie, 1612-2012*, Ilhan Karaday
- *Swimming with Sharks, My Journey into the World of the Bankers*, Joris Luijendijk.
- *The Sultan's Fountain: an imperial story of Cairo, Istanbul, and Amsterdam*, Agnieszka Dobrowolska, Jarosław Dobrowolski
- *Cartographies of Time*, Daniel Roenbergh and Anthony Grafton, 2010 (New York: Princeton Architectural Press)

By artists/designers:

Corillas, Design Politie, <http://www.thedailygorilla.nl>

Bureau d'études, <http://www.bureaudetudes.org>

Occupy George, <http://www.occupygeorge.com>

Taxodus, Femke Herregraven, <http://taxodus.net>

Ilona Gaynor (Under Black Carpets project), <http://www.ilonagaynor.co.uk/>

Austin Houldsworth, <http://www.austinhouldsworth.co.uk/>

Marcus Coates, The Plovers Wing, <https://www.youtube.com/watch?v=BfBgWtAlbRc>

Unknown Fields, <http://www.unknownfieldsdivision.com/>

Julian Oliver, Harvest project, <https://julianoliver.com/output/>

James Bridle, mapping projects, <https://jamesbridle.com/>

Patricia Reed, Volatile Prophecies, 2015, <https://www.youtube.com/watch?v=56fU3cho9X4>

Occupy George project, <http://www.occupygeorge.com/> 2011

All projects by Dries Verhoeven, <http://driesverhoeven.com/> especially Songs for Thomas Piketty and Homo Desperatus

Depictions of Amsterdam 1940–1945. Re-aligning and Photographing Maps From the Past (2009), Gert Jan Kocken, <http://www.gertjankocken.nl>

Amy Balkin, Public Smog (on-going)

Anna Ridler, Mosaic Virus (2018)

For browsing:

Alternative Economy Weekend, NL, <https://alternativefinancefestival.org/>

Timebank Concept, <http://www.e-flux.com/timebank/branch/den-haag>

10 Alternative Currencies, http://www.ted.com/talks/paul_kemp_robertson_bitcoin_sweat_tide_meet_the_future_of_branded_currency.html

Euro Banknotes Bombing, <http://banknotes.gr>

VOC archival project, <http://www.tanap.net>

Open! - Platform for Art, Culture & the Public Domain, <http://onlineopen.org>

Information Aesthetics, <http://www.infosthetics.com>

University Washington Interactive Data Lab, <http://idl.cs.washington.edu>

UU LEARNING OUTCOMES**Criteria**

1. Research (Define a research issue (question or problem); adopt and explain suitable methodology; appreciate the contribution the research makes)
2. Analysis (Examination and critical interpretation of situations encountered, ability to use research into the development of experiments and the production)
3. Experimental actions (Ability to demonstrate the formulation, development and implementation of series, groups and/or unique experimental actions in the context of the institution and in collaboration with a given community. Risk taking and testing of ideas and materials in the production of experiences)
4. Documentation of the process (Ability to demonstrate and record intelligent, strategic process, power shifts and outcomes in the context of the institution. Skills in the selected media; awareness and adoption of appropriate conventions and languages; sensitivity to the needs of diverse audiences)
5. Production (Demonstrate skills and appropriate tools, planning and collaboration to enable the execution of ideas, concepts, experimental actions and experiences)
6. Meaningful experiences (Demonstrate the ability to design and shape experiences with a potential to engage social dreaming, social actions and power shifts on a long term basis. These experiences have to introduce/ and/or to reveal additional, possibly new meanings to the community, workforce, institution and original existing context.)
7. Innovation (Ability to create original knowledge, creative systems and to question status quo. Original and unique uses of theories, methods and techniques.)
8. Collaborative and / or Independent Professional Working (Demonstration of suitable behaviour for working inclusively in a professional context, commitment and pro-activity)

Learning outcomes

LO1: Have the ability to synthesise your research and to reveal, to interrogate, to engage and to modify systems and power structures in a selected institution through your designed experiences (Films, theatrical practices, languages, critical design, digital and physical etc....) and engineered experimental actions.

LO2: Have the ability to take risks, to produce experiments and outcomes genuinely and innovatively and can push the boundaries of experiential-led and multidisciplinary research. Can demonstrate innovative use of a range of research methods and theoretical references from multiple disciplines relevant to the context of your selected institution.

LO3: Can demonstrate and document cultural entrepreneurship and engagement with institutions, context and community on a long-term basis (counterculture).

LO4: Have the ability to assess the potential of your own work; work independently and proactively to meet deadlines as well as to demonstrate ingenuity in addressing unpredictable situations and engineering meaningful experiences.

IMPORTANT DEFINITIONS:

Trade, or commerce, involves the transfer of goods or services from one person or entity to another, often in exchange for money. A network that allows trade is called a *market*. The original form of trade, barter, saw the direct exchange of goods and services for other goods and services.

Barter is trading things without the use of money. Later one side of the barter started to involve precious metals, which gained symbolic as well as practical importance. Modern traders generally negotiate through a medium of exchange, such as money. As a result, buying can be separated from selling, or earning.

The *stock* (also *capital stock*) of a corporation is constituted of the equity stock of its owners. A single share of the stock represents fractional ownership of the corporation in proportion to the total number of shares. In liquidation, the stock represents the residual assets of the company that would be due to stockholders after discharge of all senior claims such as secured and unsecured debt. Stockholders' equity cannot be withdrawn from the company in a way that is intended to be detrimental to the company's creditors.

Derivative, financial security with a value that is reliant upon or derived from an underlying asset or group of assets. The derivative itself is a contract between two or more parties based upon the asset or assets. Its price is determined by fluctuations in the underlying asset. The most common underlying assets include stocks, bonds, commodities, currencies, interest rates and market indexes.

A flux (in economy): If something is in a state of flux, it is constantly changing.

For example...*a period of economic flux*, taken from Collins dictionary

Related article: E-flux Journal #30, December 2011, Franco "Bifo" Berardi, *The Future After the End of the Economy*

Post-capitalism: includes a number of proposals for a new economic system to replace capitalism, examine more advanced forms, or otherwise speculate on the fate of the current form of the social order. According to some Classical Marxist and some social evolutionary theories, post-capitalist societies may come about as a result of spontaneous evolution as capitalism becomes obsolete. Others propose models to intentionally replace capitalism, for example socialism and anarchism.

Bitcoin: is a cryptocurrency and a digital payment system invented by an unknown programmer, or a group of programmers, under the name Satoshi Nakamoto. It was released as open-source software in 2009. The system is peer-to-peer, and transactions take place between users directly, without an intermediary. These transactions are verified by network nodes and recorded in a public distributed ledger called a blockchain. Since the system works without a central repository or single administrator, bitcoin is called the first decentralized digital currency.

Exchange economy: is technical term used in microeconomics research to describe interaction between several agents. Each agent brings his/her own endowment, and they can exchange products among

them based on a price system.

Critical management studies (CMS): is a loose but extensive grouping of theoretically informed critiques of management, business and organisation, grounded originally in a critical theory perspective. Today it encompasses a wide range of perspectives critical of traditional theories of management and the business schools that generate these theories.

Related book: *The politics and aesthetics of entrepreneurship: A fourth movements in entrepreneurship book*, D. Hjorth and C. Steyaert, eds., Edward Elgar Publishing, 2010.

Social dreaming: is a method for identifying the cultural knowledge and scientific method deployed in the dream, not the oedipal issues experienced by the dreamer. Social dreaming takes place with many participants simultaneously. The number can be 100 to 6, but mostly with about 30. The sessions for this kind of dreaming, called a Social Dreaming Matrix, last for an hour. Time boundaries are strictly kept. The dreams are expanded through free association.

Please see <http://www.socialdreaming.com/socialdreaming/>