

Press release

Algotaylorism

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Emanuele Braga & Maddalena Fragnito (MACAO) (IT), Simon Denny (NZ),
Elisa Giardina-Papa (IT), Sam Lavigne (US), Silvio Lorusso (IT), Jonas Lund (SE),
Michael Mandiberg (US), Eva & Franco Mattes (IT), Lauren McCarthy (US),
Julien Prévieux (FR), RYBN.ORG (FR), Sebastian Schmieg (DE), Telekommunisten (CA/DE)

Curated by Aude Launay

February 13 – April 26 2020

Press preview: Wednesday February 12th 2020, 5 pm

Opening: Wednesday February 12th 2020, 6.30 pm

While more and more capacities that we thought of as human-specific are applicable to machines, how can we rethink work that has long been considered part of human characteristics? What is work in the globalized digital age? On the one hand, a growing algorithmic Taylorism—the extreme division of labour among click workers—and on the other hand, a persistent mechanical illusion—many tasks thought to be performed by computers are in fact performed by human beings, in a more or less hidden way. In an era of algorithmic management, what about performance measurement and worker optimization tools? What about the end of wage labour as the dominant structure for work? And, in what is now called the "attention economy", it is not only workers who work: any online activity is likely to add to the capital accumulation of Internet giants through its commodification. All data is monetisable. Every Internet user is profitable. Being online = working?

Algotaylorism brings together artists who work at the human-machine junction point and have taken this interaction as a research subject and as a production tool. Working unwittingly; having an algorithm as a boss; acting as an artificial intelligence and envisioning a society not work-centred: so are the different chapters of the exhibition. For its purpose, human productions and performances will be coupled with custom software in the form of an art delivery order application, an ecological mining process of a Marxist-inspired cryptocurrency and conversational robots with disturbing speech.

The exhibition will continue with *Algotaylorism: Rage Against the Machine* at Espace multimédia Gantner from April 19 avril to July 11 2020, opening on Saturday April 18th.

With the support of DICRÉAM.



Aude Launay

Aude Launay is an independent writer and curator trained as a philosopher. A significant part of her writings and exhibitions deals with the influence of the internet and advanced technologies on contemporary art and society. In recent years, her research focus has been on crowdsourced and distributed decision-making through algorithmic and blockchain-based processes in art. More generally, she is interested in art that interferes with the power mechanisms underpinning governance structures.

www.launayau.de

With **AVENIR NEXT**

Opening hours

Saturday to Tuesday, from 2 to 6 pm

Wednesday to Friday, from 12 to 6 pm

Closed April 10th, 11th, 12th, 13th

Free entrance

Location

La Kunsthalle Mulhouse - Centre d'art contemporain

La Fonderie

16 rue de la Fonderie - 68093 Mulhouse Cedex

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Mulhouse Art Contemporain is a partner of La Kunsthalle



La Kunsthalle is a contemporary arts centre (*Centre d'Art Contemporain d'Intérêt National*) and a City of Mulhouse cultural establishment. With the support from the Regional Cultural Affairs Office of Grand Est - French Ministry of Culture and Communication, the Grand Est region and Department of Haut-Rhin.

La Kunsthalle is member of d.c.a / association française de développement des centres d'art, Arts en résidence – Réseau national, Versant Est et Musées Mulhouse Sud Alsace.