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Welcome to the real world.

A guide to effective implementation of self service.

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Abstract

Utilising international artists Marcus Coates, Mierle Laderman Ukeles, and Martin Creed as reference models, this exegesis discusses a range of recent text, video, and relational works by Elisabeth Pointon. Under the guise of 'double agent' - defined in as having a day job (at a luxury car dealership) - that feeds into her art practice, this exegesis investigates how shared spaces are becoming sites for communal isolation. In addition, it considers the wider implications of having a social practice to champion artistic spirit into the work environment, in an attempt to redefine the conventional hierarchies of corporate language, and the power attributed to it.