

elements of cognitive psychology

At the root of an artist's drive to create (the Motor) and their modus operandi (the Means) lies a hierarchized set of deep-seated and sometimes unconscious "convictions" that shape their worldview. Each conviction gives rise to a problem that prompts the individual to work towards a desired state (their quest) by adopting a particular kind of solution. This solution is the answer to their iterative query and pertains to the same primordial theme.

VISIBLE ASPECTS				HIDDEN ASPECTS OF THE MOTOR			
UNDERSTANDING	PERCEPTION	LIMITS	TIME	1	<p>CONVICTION: Our perception is limited</p> <p>PROBLEM: A feeling of uncertainty</p> <p>QUEST: Omniscience</p> <p>SOLUTION — THE ARTIST'S MESSAGE: Improving perception — Eulogy of discernment</p> <p>QUERY: The objectiveness of our perception of reality</p> <p>PRIMORDIAL THEME: Truth/Essence</p>		
			SPACE	2			
		MECHANISMS	FORMAT TRANSPOSITION	3			
			SENSORY EXPERIENCE	4			
	SOCIETY/CODES	CONDITIONING	MIMESIS	5		<p>CONVICTION: We are conditioned by the system</p> <p>PROBLEM: The fear of a loss of freedom</p> <p>QUEST: Freedom</p> <p>SOLUTION — THE ARTIST'S MESSAGE: Breaking free from the system — Eulogy of independence</p> <p>QUERY: The manipulation of our perception of reality</p> <p>PRIMORDIAL THEME: Morality/Virtue</p>	
			DERISION	6			
		UNJUST/ EXCLUSIONARY	ACTS OF SHARING	7			<p>CONVICTION: The system is unfair</p> <p>PROBLEM: A feeling of injustice</p> <p>QUEST: Justice</p> <p>SOLUTION — THE ARTIST'S MESSAGE: Fighting the unfairness of the system — Eulogy of revolt</p> <p>QUERY: The domination of inequality</p> <p>PRIMORDIAL THEME: Morality/Virtue</p>
			DENUNCIATION	8			
DOING	NARRATION	GROTESQUE	PARODIC	9	<p>CONVICTION: Reality is dull</p> <p>PROBLEM: Fear of boredom</p> <p>QUEST: Stimulation</p> <p>SOLUTION — THE ARTIST'S MESSAGE: Constructing a more exciting reality — Eulogy of creativity</p> <p>QUERY: Escape from everyday life</p> <p>PRIMORDIAL THEME: Otherness/Exoticism</p>		
			DISQUIETING	10			
		DREAMLIKE	DRAMATIC	11			
			POETIC	12			
	PLAY	LIGHT-HEARTED	MARKETING	13			
			DIY	14			
		MORBID	ENVIRONMENTS	15			
			HYBRIDIZATION	16			
EXPERIENCING	SELF	PERSONAL MYTH	METAPHYSICAL PROJECT	17	<p>CONVICTION: I have no identity</p> <p>PROBLEM: Fear of being insignificant</p> <p>QUEST: Identity</p> <p>SOLUTION — THE ARTIST'S MESSAGE: Being what I value — Eulogy of originality</p> <p>QUERY: The uniqueness of one's existence</p> <p>PRIMORDIAL THEME: Existence</p>		
			SOCIALLY ENGAGED	18			
		PERSONAL DRAMA	ROLE-PLAY	19			
			FACTUAL NARRATIVE	20			
	BODY	FRAGILITY	STAGING	21		<p>CONVICTION: Existence is fragile</p> <p>PROBLEM: A feeling of vulnerability</p> <p>QUEST: Security</p> <p>SOLUTION — THE ARTIST'S MESSAGE: Magnifying vulnerability — Eulogy of fragility</p> <p>QUERY: The humanness of existence</p> <p>PRIMORDIAL THEME: Existence</p>	
			AURATIC PRESENCE	22			
		PLEASURE	SENSUALITY	23			<p>CONVICTION: Living is experiencing</p> <p>PROBLEM: A feeling of numbness</p> <p>QUEST: Experience</p> <p>SOLUTION — THE ARTIST'S MESSAGE: Living intensely — Eulogy of emotion</p> <p>QUERY: The physicality of existence</p> <p>PRIMORDIAL THEME: Existence</p>
			TRASHINESS	24			

VISIBLE ASPECTS				HIDDEN ASPECTS OF THE MEANS	
SET	CONTEXTUAL	WORK-ENVIRONMENT RELATIONSHIP	CLINICAL	1	CONVICTION: The surrounding context is integral to the artwork PROBLEM: Where to situate the beginning of the artwork QUEST: The artwork as Indiscernibility SOLUTION - THE ARTIST'S MESSAGE: Creating indiscernibility — Eulogy of the
			DREAMLIKE	2	AESTHETIC: Dematerialization PRIMORDIAL THEME: Interaction
		WORK-VISITOR RELATIONSHIP	PLAYFUL	3	CONVICTION: The visitor is integral to the artwork PROBLEM: How to include the visitor QUEST: The artwork as Reaction SOLUTION — THE ARTIST'S MESSAGE: Triggering a reaction — Eulogy of dialogue
			HOSTILE	4	AESTHETIC: Exchange PRIMORDIAL THEME: Interaction
	ASSOCIATING AN ACTION	TRACES	REMAINS	5	CONVICTION: The artwork results from an action PROBLEM: How to show the action in the artwork QUEST: The artwork as Capture SOLUTION — THE ARTIST'S MESSAGE: Capturing the action — Eulogy of the inaccessible
			ICONIC	6	AESTHETIC: Resurrection PRIMORDIAL THEME: Apparition
		LIVE	ALLEGORY	7	CONVICTION: The artwork is an action PROBLEM: How to make an action an artwork QUEST: The artwork as Event SOLUTION — THE ARTIST'S MESSAGE: Constructing the event — Eulogy of the moment
			THE INDIVIDUAL	8	AESTHETIC: Instantaneity PRIMORDIAL THEME: Emergence
OBJECT	SACRALIZED	TECHNICAL CHARACTER	COLLECTIVE UNCONSCIOUS	9	CONVICTION: An artwork is sacralized by its technical character PROBLEM: What level of technical prowess is required to sacralize an artwork QUEST: The artwork as technological Production SOLUTION — THE ARTIST'S MESSAGE: Using technical innovation — Eulogy of perfection
			INDIVIDUAL UNCONSCIOUS	10	AESTHETIC: Celebration PRIMORDIAL THEME: Transcendence
	MANUAL PROCESS	METAPHYSICAL DIMENSION	11	CONVICTION: An artwork is sacralized through handcrafting PROBLEM: Which type of handcrafting is required to sacralize an artwork QUEST: The artwork as handcrafted Production SOLUTION — THE ARTIST'S MESSAGE: Using handcrafting know-how — Eulogy of imperfection	
		PAGAN DIMENSION	12	AESTHETIC: Ritual PRIMORDIAL THEME: Transcendence	
	HUMAN SCALE	VESTIGE	UTOPIAS	13	CONVICTION: The artwork is a vestige of Man PROBLEM: How to make the artwork a vestige QUEST: The artwork as Witness SOLUTION — THE ARTIST'S MESSAGE: Making pastness — Eulogy of the abandoned
			POP CULTURE	14	AESTHETIC: Memory PRIMORDIAL THEME: Loss
		THREAT/ PROTECTION RELATION	DRAMATIC	15	CONVICTION: The artwork creates vulnerability PROBLEM: How to "vulnerabilize" the spectator QUEST: The artwork as Vulnerabilization SOLUTION — THE ARTIST'S MESSAGE: Creating a vulnerabilizing force — Eulogy of the dangerous
			KINESTHETIC	16	AESTHETIC: Danger PRIMORDIAL THEME: Threat
IMAGE	MOVING	MISE-EN-SCENE	DOCUMENTARY-STYLE	17	CONVICTION: The artwork is a staging of reality PROBLEM: How to stage reality QUEST: The artwork as Staging of reality SOLUTION — THE ARTIST'S MESSAGE: Staging reality — Eulogy of simulacra
			PARODIC	18	AESTHETIC: Lifelikeness PRIMORDIAL THEME: Artifice
	STATE	SLOW TEMPO	19	CONVICTION: The artwork is temporality PROBLEM: How to create duration QUEST: The artwork as Flux SOLUTION — THE ARTIST'S MESSAGE: Creating temporality — Eulogy of the loss of control	
		RAPID TEMPO	20	AESTHETIC: Introspection PRIMORDIAL THEME: The Self	
	STILL	AUTOMATED INTERMEDIARY	COLD USE	21	CONVICTION: The artwork is an indirect process PROBLEM: How to make the art-making process indirect QUEST: The artwork as Trace SOLUTION — THE ARTIST'S MESSAGE: Creating a Trace — Eulogy of untraceability
			VISCERAL USE	22	AESTHETIC: Control PRIMORDIAL THEME: The Self
HAND-CRAFTED		DRAWING	23	CONVICTION: The artwork is a handcrafted process PROBLEM: How to make something by hand QUEST: The artwork as Uniqueness SOLUTION — THE ARTIST'S MESSAGE: Leaving a unique trace of one's handcrafting — Eulogy of	
		PAINTING	24	AESTHETIC: Individuality PRIMORDIAL THEME: The Self	