

Sketch for the creative strategy (case study)

Chaos Sense Delight

Rabota *for* HfBK Dresden

January 2022

Our hypothesis: the Academy is a productive interaction of two heterogeneous phenomena:
¹*the social institution* and ²*the artistic process*.
The offspring of this interaction is *a certain energy* that has particular social value.

Chaos ¹Sense Delight

As a social institution (the first hypostasis), the Academy has a written constitution, internal rules, hierarchical structure, social task, plan, and reporting. Its transparency determines its quality. As a social institution, the Academy lies in the space of logical discourse.

This space is empty and sterile — it is incapable of generating anything by itself. Without something important, this emptiness is invisible and useless.

Chaos ¹Sense Delight

Art Academy in any city in the world first opens up to us as a building. We see it on the map, in the city, in front of us, go around it, go into it, we feel ourselves inside it.

²Chaos Sense Delight

What we encounter the next
is a dumpster in the yard.

²Chaos Sense Delight

Everyone is familiar with the amazing, exciting, shocking sight of the student trash container the day after the summer exhibition: It hits us by that terrible beauty of the battlefield, catastrophic theater, and the horror of the twilight jungle. In the perfect chaos of the student trash, you can find both the ruins of our unfortunate civilization and the cradle of new inconceivable worlds. In the *artistic process* (the second hypostasis) the Academy produces Garbage nonstop and this is ok.

²Chaos ¹Sense Delight

A clean, functional, institutional framework for chaotic unpredictable content looks like a true model in which we can catch the very magical transformation for which we all love art so much.

Chaos Sense³ Delight

The interaction of Chaos and Sense unfolds in the social space of the Academy, giving rise to *additional social value*.

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In addition to the obvious role of training professional specialists, the social function of the academy is to weave emerging creative practices into the common mosaic of culture, thereby ensuring the sustainability of the entire social body in an era of continuous transit and in history.

Inherently creative practices are the exact opposite of pragmatic institutionalism. The artistic process is obscure, individual, unpredictable, and chaotic (even if it is strictly ordered in its autonomy). The artistic process prefers fog and spontaneity to openness and predestination. It requires a strange condition for the possibility of its occurrence: **complete idleness**, free time, what the Greeks called σχολή.

In addition to the fact that the artist in this sense is a professional idler (or scholar), there is nothing inside the artistic process itself that could be presented as its finished result. Until the work is completely separated from the artist, it is difficult to distinguish it from the garbage.

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*Here we can identify the unique quality of the Academy. Unlike a museum or gallery where the presence of an artist is at least optional but rather undesirable (after all, the artist is able to turn his work back into the garbage), at the Academy, it is the artist who acts. While he is working, there is no finished work yet, but there is a miracle of the process of Birth and Becoming. It is the Artistic process as a becoming that is the most interesting and valuable event of the Academy. This is what Hannah Arendt called *a new beginning*, this is where Hope lies.*

Chaos Sense Delight

This approximate scheme, in which all events unfold between the poles of Chaos and Sense, may seem simple or idealistic. But if it helps us tame the energy of Chaos, find a place for garbage, and identify the main actor in the empty space of the Academy —
why not use it?

Chaos Sense Delight

Application

Application

Chaos Sense Delight



Starting to think about placing a logo on a lighter, we inevitably come to the need to have a broad overview of the institution's communication.

Application

Chaos Sense Delight

Thinking about the Academy, we found the Chaos Sense Delight concept, in which **Chaos** represents the artistic process as a continuous becoming. Its qualities are variability, uncertainty, aimlessness. **Sense** is an institutional framework, communication mechanics, a logical framework whose qualities are sustainability, transparency, and expediency. The combination of these two opposite principles synthesizes **Delight** — a unique social value, the essence of which is lurking in the notion of art.

Application

Chaos Sense Delight

***Unity in contrast causes a feeling of pleasure.**

In relation to our application area, this scheme itself reflects one of the fundamental principles of good design*. We propose to consciously develop both poles of opposition by combining them in a controlled synthesis.

Application

Let the two hypostasis be separated from each other.
Let the artistic process be free and unpredictable.
Let it be seen through a transparent frame, with all
the garbage, imperfection, chaos, and impracticality.
Let communication, despite this chaotic content, be
functional, continuous, reliable, simple, and effective.

And do not be afraid of garbage, there is a place for chaos in the system.
Aleatoric exists due to the fact that there are musical laws.

Application

Chaos Sense Delight

Continuity and stability of institutional communications can only be ensured by simple and functional rules that will be **easier to follow than not to follow**. It is necessary to create guidelines that define the forms of brand constants and the rules for their application.

Application

Chaos Sense Delight

The combination of Chaos as fluid and relevant content with the severity and consistency of constants and communication rules will undoubtedly give an aesthetic result in the right professional register. The use of constant necessary rules will provide a cumulative effect of recognition and trust.

In addition, the amount of work confusion will decrease and the development time for communicative products will be reduced by 1.5-2 times — and, consequently, economic efficiency may increase at least twice.

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January 2022