

Pedagogical Intervention

‘Seeding Economy’

Agreement Number: 2022-1-NL01-
KA220-HED-000087100



**Funded by
the European Union**

Overall purpose:

- An attempt to **experiment with, and critically reflect on, the idea of artists as 'entrepreneurs-of-the-self', and 'art-as-production', and as commodity.**



Why?

- Do we need an attempt to **experiment with, and critically reflect on, the idea of artists as 'entrepreneurs-of-the-self', and 'art-as-production', and as commodity??**





The wider idea:

We need to 'free' (the understanding of) entrepreneurship, and entrepreneurship education from the 'claws of capitalist greed' (Braidotti, 2019);

Such that we can move from entrepreneurship as 'world-un-making' to entrepreneurship as an affirmative force;

Dirt (literally: kitchen litter) "as a disturbance of neoliberal business-as-usual" (Fairchild et al., 2022, p. 68)?





How?

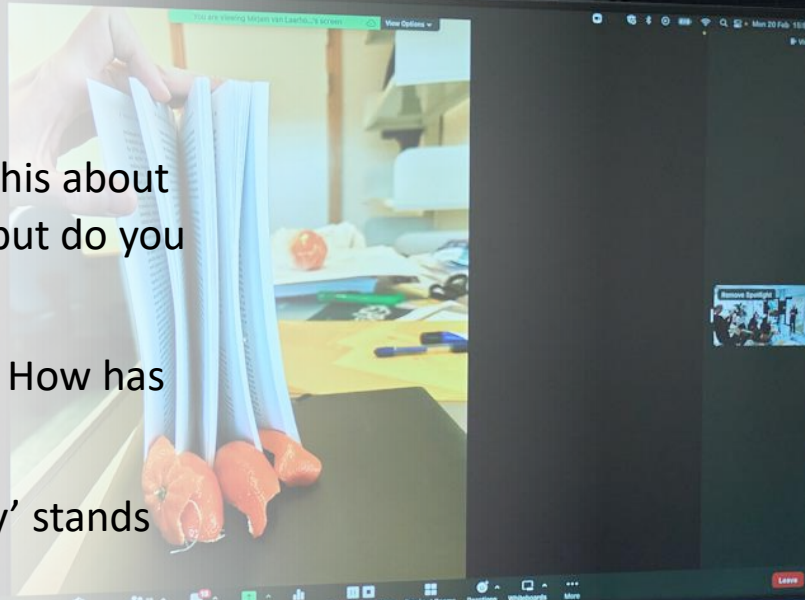
Working with (mini) documentary: 'Seeding Economy'
([Seeding Economy MathildeMuPe-Doc TrEE - YouTube](#))

Featuring artist: Mathilde muPe ([Mathilde \$\mu\$ P a multi skilled artist on-line show since 1994! \(mupe.nl\)](#))



Possible discussion topics:

- What do you make of this? (how) Is this about 'doing business' (Mathilde says it is, but do you agree? Why (not)?)?
- 'Making something out of nothing' – How has Mathilde taken this up, and why?
- What do you think 'Seeding Economy' stands for/represents?
- Is Mathilde 'up against' something? And if so, what? (do you detect the irony? When/where/how?) (e.g., d-i-y boxes) (ironically working with consumerism with those 'small items')



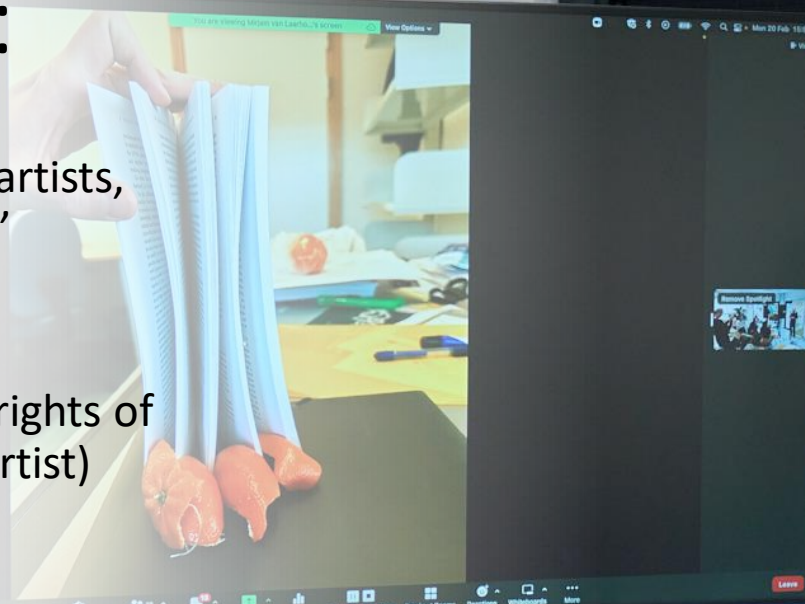
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Possible discussion topics (ctd./conceptual):

- Possible consequences of art, and artists, being re-framed as 'culturpreneurs' (Loacker, 2013)?
- Opening up discussions about the rights of the marginalized (in this case the artist) (ibid.)
- (Symbolically) Elevating dirt/litter to (create) value (does Mathilde succeed in this?) (via working-with and being reflexive-with dirt/litter invoking questions of 'what matters'?)



Zooming out:

- This mini documentary can be (part of) an educational setting that aims at questioning/undoing current dominant, ideology-laden, neoliberalism-inspired assumptions of/in entrepreneurship;
- Pointing to how art and entrepreneurship can be forces of social, political, cultural, and aesthetic transformation (see/use, e.g., Hjorth & Holt, 2016);
- As well as pointing to how art and entrepreneurship can be an 'event of *provocation*' (to reflect critically, and to doing things differently) (ibid.).



'Seeding Economy' ↔ a Transformed Enterprise Education

- Decolonializing Enterprise Education;
- By (re)positioning and broadening enterprise-related practices;
- Such that we can discuss and reflect on conventional ways of knowing (and doing);
- And be 'provoked' (*invited*) to think differently, and develop new, affirmative possibilities.



Relevant literature/references:



- Christiaens, T. (2020). The entrepreneur of the self beyond Foucault's neoliberal homo oeconomicus. *European Journal of Social Theory*, 23(4), 493-511.
- Hjorth, D., & Holt, R. (2016). It's entrepreneurship, not enterprise: Ai Weiwei as entrepreneur. *Journal of Business Venturing Insights*, 5, 50-54.
- Locker, B. (2013). Becoming 'culturpreneur': How the 'neoliberal regime of truth' affects and redefines artistic subject positions. *Culture and Organization*, 19(2), 124-145.

Questions/contact?

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