

Cultural Hijack: Rethinking Intervention

Ben Parry



Temporary intervention by Canadian artists BGL.



Ascending Descending, Tatzu Nishi, Cultural Hijack (LIVE-programme), Bedford Square

- Cultural Hijack: Rethinking Intervention - book (Liverpool University Press, 2012)
- Cultural Hijack, exhibition at Architectural Association (April/May, 2013)



- CONTRAvention –
- film screenings,
- Workshops,
- Participatory actions
- international conference at Royal Institute of British Architect





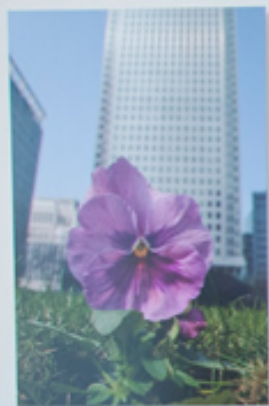
- What might the tools, tactics and poetics of the interventionist artist offer the insurgent imagination of activism and social movements?
- *Do small acts of resistance and creative disruption, build muscle that encourages an appetite for real alternatives to neoliberal capitalism or do they end point and sate such an appetite?*
- What are the implications for an interventionist urbanism in the context of a highly regulated, post-9/11 public realm increasingly under threat from privatisation and gentrification and the policing of 'abnormal' activity?



Michael Rakowitz, *ParaSITE* – Inflatable homeless shelters that attach to building's warm air ducts



EPOS 257, 50 Square meters, Palacky Square, Prag





Marx at Twilight, Peter &

'the face that hides itself to show itself.' Zapatista.

Tushar Joag, Unicell live-programme Cultural Hijack, various locations around East London



Artists borrow skills and tools from other disciplines; likewise architects, designers, planners, programmers, activists, borrow the aesthetic and communicative techniques of the artist.



Peter Kennard counter G8 Posters



Clandestine Insurgent Rebel Clown Army



Krzysztof Wodiczko, War Veteran Vehicle, Liverpool 2009



25th May, Paul Harfleet plants pansy at the site of the murder of Fathi Bouchareb, Bedford Square, London

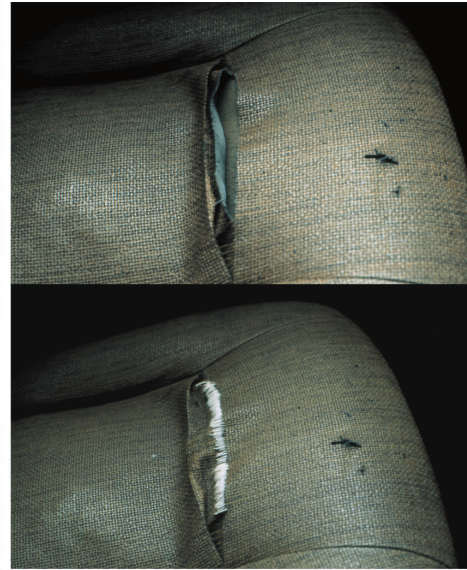




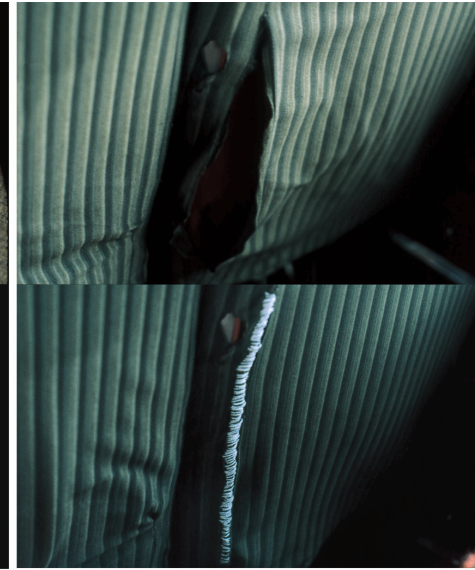
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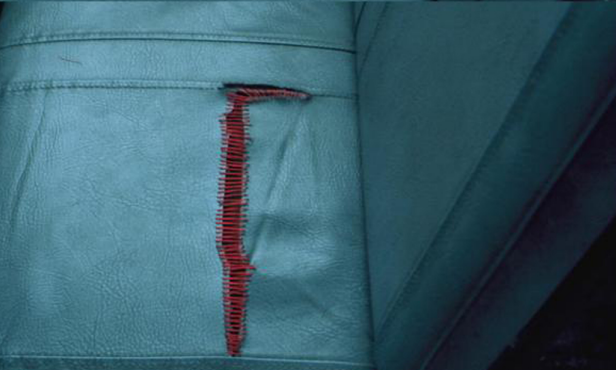
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E-59



Z-53
BRYANTIA



Milena Bonilla, repaired bus seats, Bogota.

“Politics of small gestures” *Mika Hannula (2008)*

The Moral Reform

A parliamentary drama of 223 persons and 585 lines

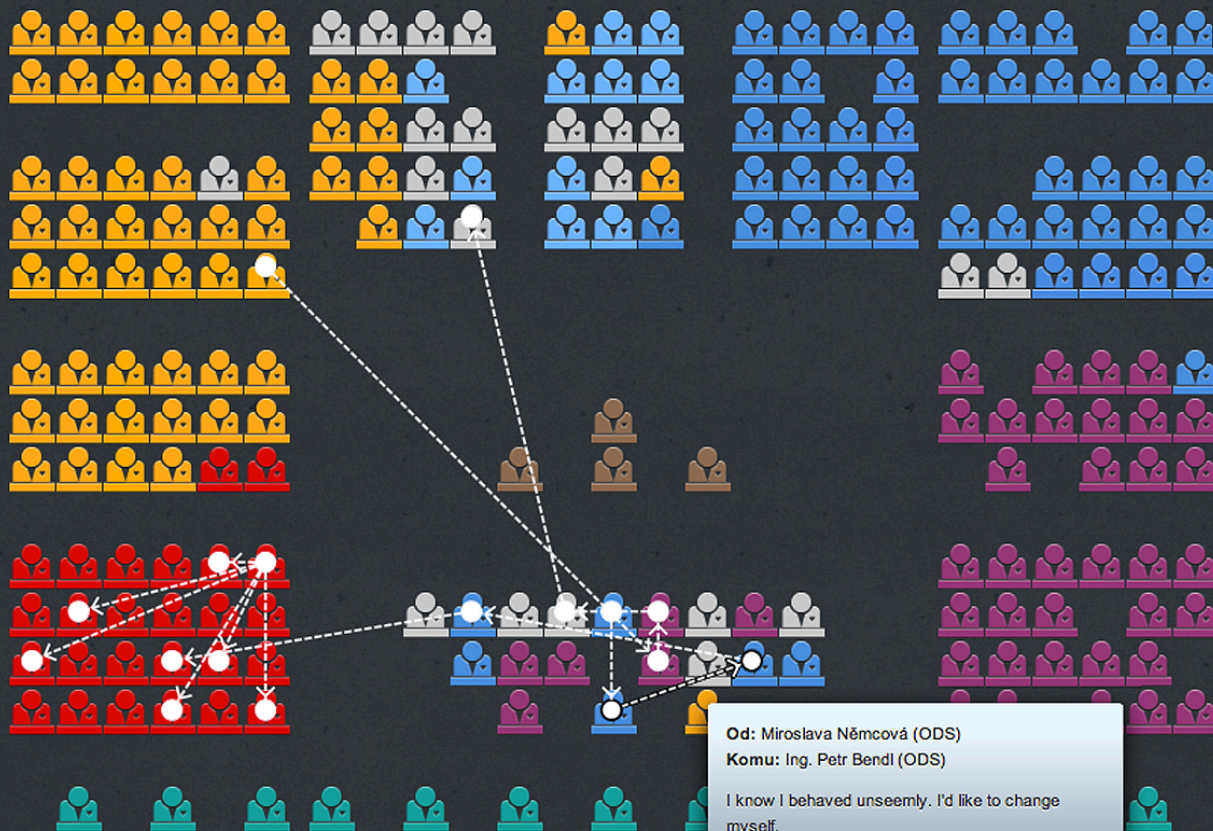
40th Meeting of the Chamber of Deputies of the Parliament of Czech Republic. June 5th, 2012, 2:00 - 6:32 PM

Performed by: Czech MPs, members of Czech Government, members of The Office of The President of Czech Republic, the President, Journalists

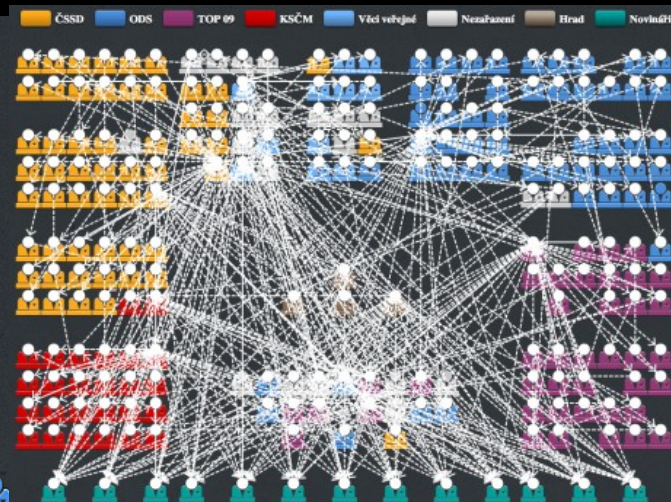
585 SMS sent, 561 SMS received, 24 SMS undelivered

(timeline available under the scheme)

ČSSD ODS TOP 09 KSČM Věci veřejné
Independent The Castle Journalists



(you can use arrows to move)



Ztohoven: *Moral Reform*

Layout of the session room in the chamber of deputies



Anonymous gesture, Shoreditch, London, 2014

Cultural hijack is the often unannounced, unregulated, spontaneous creation of a moment, when something that stops you in your tracks, catches you by surprise and grabs your attention. Unnamed, it does not immediately designate or categorise itself and so meaning becomes uncertain. Taken unawares the experience short-circuits that part of the brain that is driven to move on – and instead, redirects your attention in the moment of the present.

www.culturalhijack.org

Cultural Hijack explores our unforeseen encounters with creative action in the sites and situations of the urban everyday. These interventions and disruptions of habitual behaviours and perceptions by the anomalous and the out-of-place challenge us in radical ways to rethink our relationship to the urban environment. *Cultural Hijack* positions the artist as narrator, revealing the thinking behind interventions as well as the process of their creation and reception, to expose the ways in which the city becomes the playground, stage and instrument for unsanctioned artworks, informal creative practices, activist interventions and overtly political actions.

Cultural Hijack aims to enrich our understanding of the creative process, highlighting artists' development of new weapons in the arsenal of critical resistance, expanding and emancipating the spaces of artistic and cultural production. The interventionist becomes a catalyst for a 'user-generated' city, whose tactical procedures are reinventing the way art is encountered and experienced. Together they form an emergent culture of appropriations of city infrastructure: acts of infiltration, subversion and reclamation that generate individual and collective empowerment within the city.

In this book Jump Ship Rat have brought together personal testimonies and original interviews, from bgl, Gelitin, Peter McCaughey, Tatzu Nishi, Michael Rakowitz, Krzysztof Wodiczko and others, to provide unique insight into the work and the life of the interventionist artist.

Cultural Hijack is a book of ideas about reclaiming our right to the city. We invite you to rummage through this creative toolbox as inspiration for a do-it-yourself urbanism.

ISBN 978-1-84631-751-4



LIVERPOOL
UNIVERSITY PRESS



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