Foreword / Forward

Here is the first website devoted to multilateral cultural and educational exchange programmes. "Multilateral" - literally - means "being able to comprise various cultural units, formal and informal groups of artists, poets, playwrights, novelists, critics and other individuals willing to take part in on-line presentation scheme as well as long-term projects." In metaphorical - proper sense of the word -"multilateral co-operation" refers to various domains and scopes of artistic activities: literary, linguistic, visual, theatrical, medial, etc. Simulacrum is meant to comprise and mirror each of them. But reflecting contemporary phenomena in arts and literature is only the first small step. Simulacrum has progressive and dynamic self-multiplying structure. Our main goal is to transgress various cultural areas and fields combining and mixing them and after that setting against their real social background. Simulacrum does not exist but creates events. Artistic products cannot be confined to narrow target groups of wannabes or inner circles of professionals themselves. Artistic products should be planted like an explosive in the very heart of modern societies disrupting their established structures. Stupidity and stipulations prevail in our world. Stupidity is an escape from stipulations. Stipulations imposed on individuals lead to stupidity. Simulacrum creates a vicious circle of events which take place at the same time but in various time zones.

Consumerism, mass production, invisible hand of competitive global market, tycoon corporations and monopolies, along with social, political, economic lobbies, seem to overshadow and suppress refined artefacts and spiritual face values. But it does not have to be like that. The two layers - high and low - do not have to exist separately. Just contrary, their clash can produce a lot of positive synergies. What does it mean in practice? In practice, it means that artists must retreat from secure positions, artificial dependencies on cultural institutions meant to protect "high values" - because "to protect" means "to isolate". In our case the reverse seems to be true. Our goal is "to break down social isolation of arts", to collaborate with big corporations, shopping centres, factories, municipal authorities to gain their support, not necessarily material, and offer our "artistic services". "Your space – our products" is one of our slogans. What does it mean in practice? In practice, it means that we need open areas - car parks, squares - as well as indoor venues which attract crowds (of unprejudiced shoppers, customers and clients, or just passer-byes) who arrest for a moment to see and watch something which defies each and every definition ready they have been provided with during their lifetime. Average eager shopper tends to abandon shopping centres a.s.a.p. but on the other hand they are still attracted and distracted. Artistic events are meant to be a part of the attractions and distractions. Glancing or gaping at extravagant exhibits, watching live performances and video installations can be a part of everyday experience, shopping sprees or window-shopping, wandering here and there with no purpose. In practice, it means that we must use various modes of communication compatible with those offered by modern post-industrial societies. To make it clear: we do not have to or what's more we cannot comply with prevailing social demand but we must create it disregarding the present state of affairs. What does it mean in practice? It means that we are forced to use or abuse existing means and vehicles of mass communication along with their artefacts to merge into social and mental texture of individuals mentioned above decomposing it totally or gradually.

Scattered pieces of arts and literature you stumble upon on everyday basis, in out- and indoor artificial environment (lifts, staircases, pavements, underground passages, buses and tramways, walls and gates) can stump and stupefy everybody. Our purpose is to entice and entangle artists along with anonymous audience, viewers and spectators (tenants and passer-byes) into the labyrinth of ideas and icons. We want to educate and titillate through artistic projects and actions as well as serve as an open forum for multicultural exchange. We believe that education and culture are inseparable and indispensable to build modern society and understand complex phenomena of today's world. Education through culture results in higher awareness of contemporary arts and literature not only as a means of communication between people but also as an assemble line of artefacts we are going to provide. Modern

technologies and humanistic do not seem to be far apart any longer. This website encourages artists and writers to trespass boundaries of their own artistic domains and create new ones. Artists and writers involved in the project are working towards the final product. What is the final product in our case? Picture book? Feature film or documentary? Performance or installation ingrained in a film or a book. Image stirs a letter and the other way round. When I read a text I am thinking of the draft it originates from and its visual setting. When I see e.g. a Handwriting, firstly I perceive it as an image, a wallpaper, a bunch of pixels beaming from the overhead projector. The latter is something real and material, it's my physical body, a source of movement, contrary to the first, the product which is unreal, existing only in people's heads. That's what our battle is about: people's heads (displayed on an assemble line). Chain action yields better understanding of the world we live in as well as the other worlds we bear in our minds. Chain action is a response to alienation of art. Chain action releases boundless amounts of creative energy which cannot be dissipated or trapped in artistic whirlpools – loops – or circles – Cultural Integrated Circuit is one of indefinite simulacra, is a framework, a source of information and an area of human resources. But it takes individuals to go astray and trace new paths. Wandering through different levels and layers of the game, entering various chambers and cells simultaneously, we will never reach the inner temple winning the treasure. Simulacrum never dies, never ceases to exist. Images and letters must go beyond their own limitation being a part of social life, mass culture, urban texture, everyday experience. Assuming false identity is a part of social and artistic game. Fancy e.g. e.e.cummings printed on disposable plastic trays. Fancy Raymond Roussel's manuscripts on tiled walls of public toilets. Everybody can say "My name is Bond. James Bond". What's then? If stirred - not shaken – you can have a hand in it – in indefinite chambers of simulacra. It's time to go back to the square one- the table of contents – the bone of chairs – the chair made of bones – spoonerism is a method we adopt to view physical and mental phenomena. What cannot be mirrored cannot exist. Some people say that I am mad. But there are a lot more who'd like to do what I do. I love combing the coastlines and barter things which I cannot use properly. If you have something to swap, just give me a ring. You'll get a barrel or a drum of liquid which you can barter for a bar of soap of a can of soup, a crate of empty bottles with illegible messages... Quantities are guaranteed – Quality is disputable... Here is THE TABLE OF CONTENTS – a short description of ideas and project proposals:

@ Border Triangle Project – meeting check-out points for artists and their artefacts
@ Double Vision Gallery – virtual exhibition of contemporary arts and ideas
@ Waste Paper Basket – drafts and manuscripts, analysed and stored
@ Visual Dictionary Novel – based on quotations from Cam-Ox Dictionaries
@ Wired Letters Project – trespassed lines designed for urban environment
@ The First Stage – playwrights', directors', actors and actresses' reading room
@ The Other Stage – theatre project based on linguistic and visual experiments
@ Resource Pack Project – an area of ideas and artefacts to share, mix or combine

All the projects are referred to respectfully: BTP – DVG – WPB – VDN – WLP – TFS TOS – RPP. Press the right button to explore the chamber of interest where you find a short description of each subcategory getting a chance of elaborating on it, adding new ideas and joining the project team and realising particular project tasks.