



Types of Fonts
Mix it
URBAN
Born 2 S
Ouch!
STRESS
fin
PARTY
Hard
CLUB
RD ROCK
My Blog



Brain Flower Euro
© Marieke Berghuis, 2016

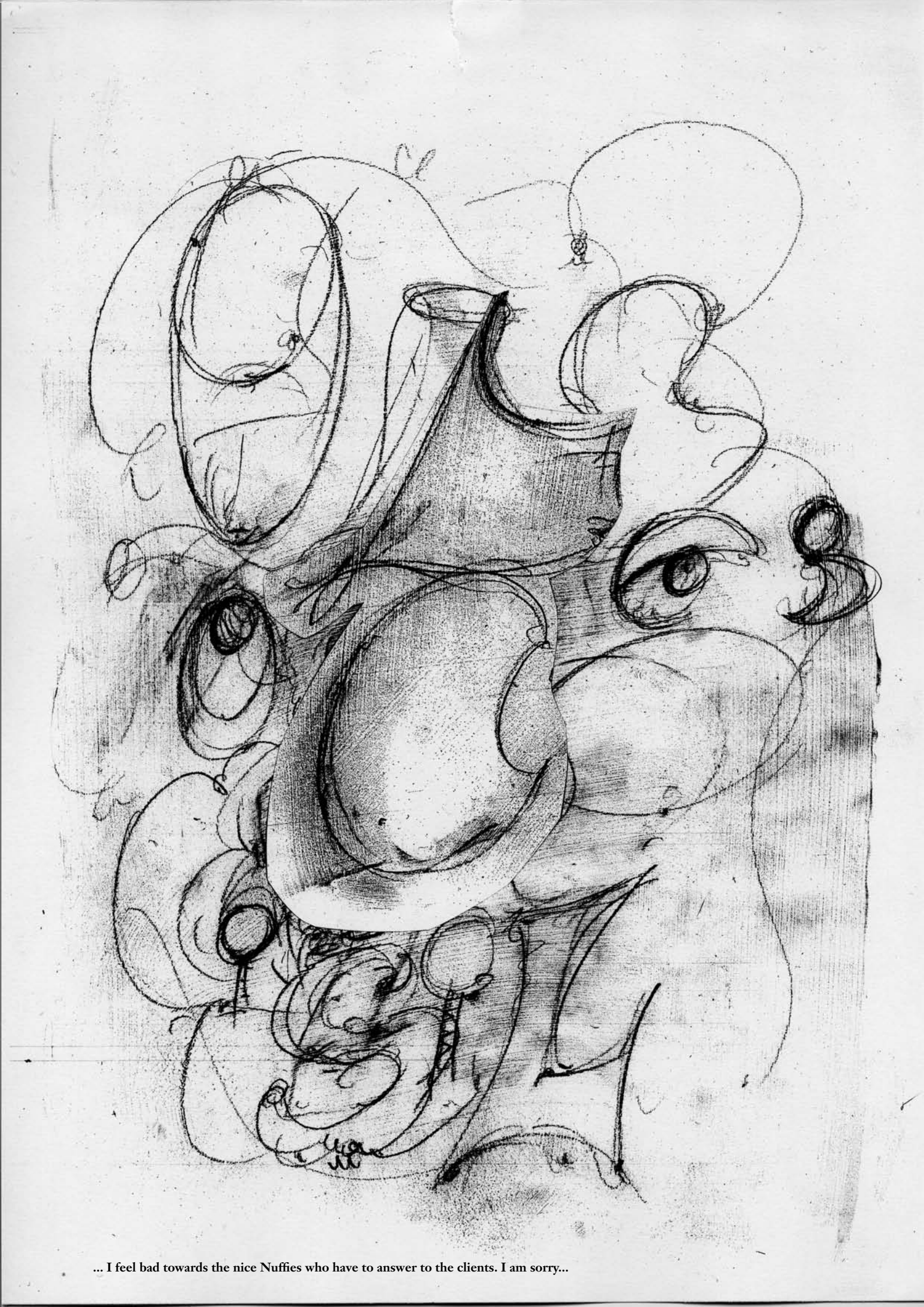
"Don't confuse your job and your sentiments!"
- Tiqqun

SOURCES

@beautygloss
@belladelune
Franco "Bifo" Berardi, *The Soul at Work: From Alienation to Autonomy*, Los Angeles: Semiotext(e) 2007.
@bongqiuqu
@cheeserland
@misslipgloss
@veracamilla
Tiqqun, *Preliminary Materials for a Theory of a Young Girl*, Los Angeles: Semiotext(e) 2013.

Brain Flower Euro is generously supported by

fonds**kwadraat**



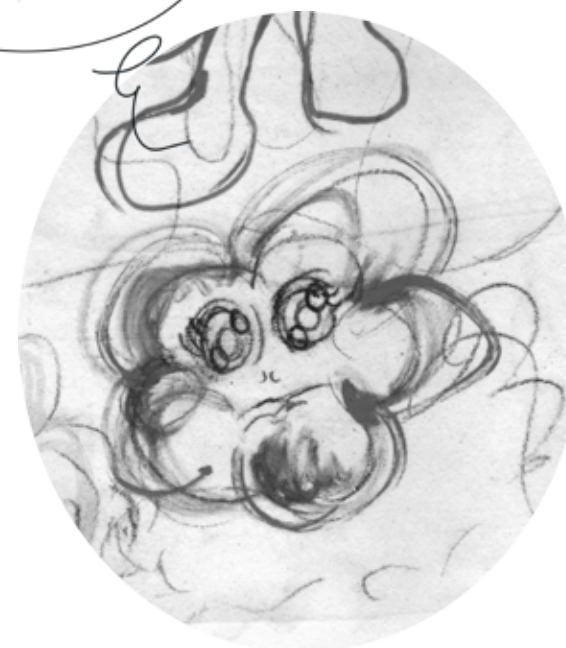
... I feel bad towards the nice Nuffies who have to answer to the clients. I am sorry...



... Break as in zam-break lolol. Not break into pieces ah lol...

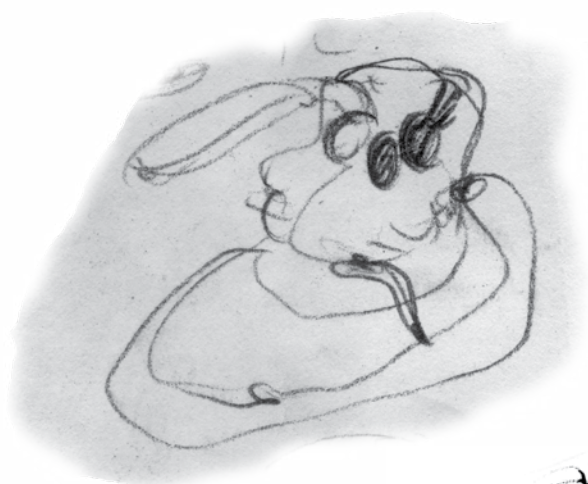
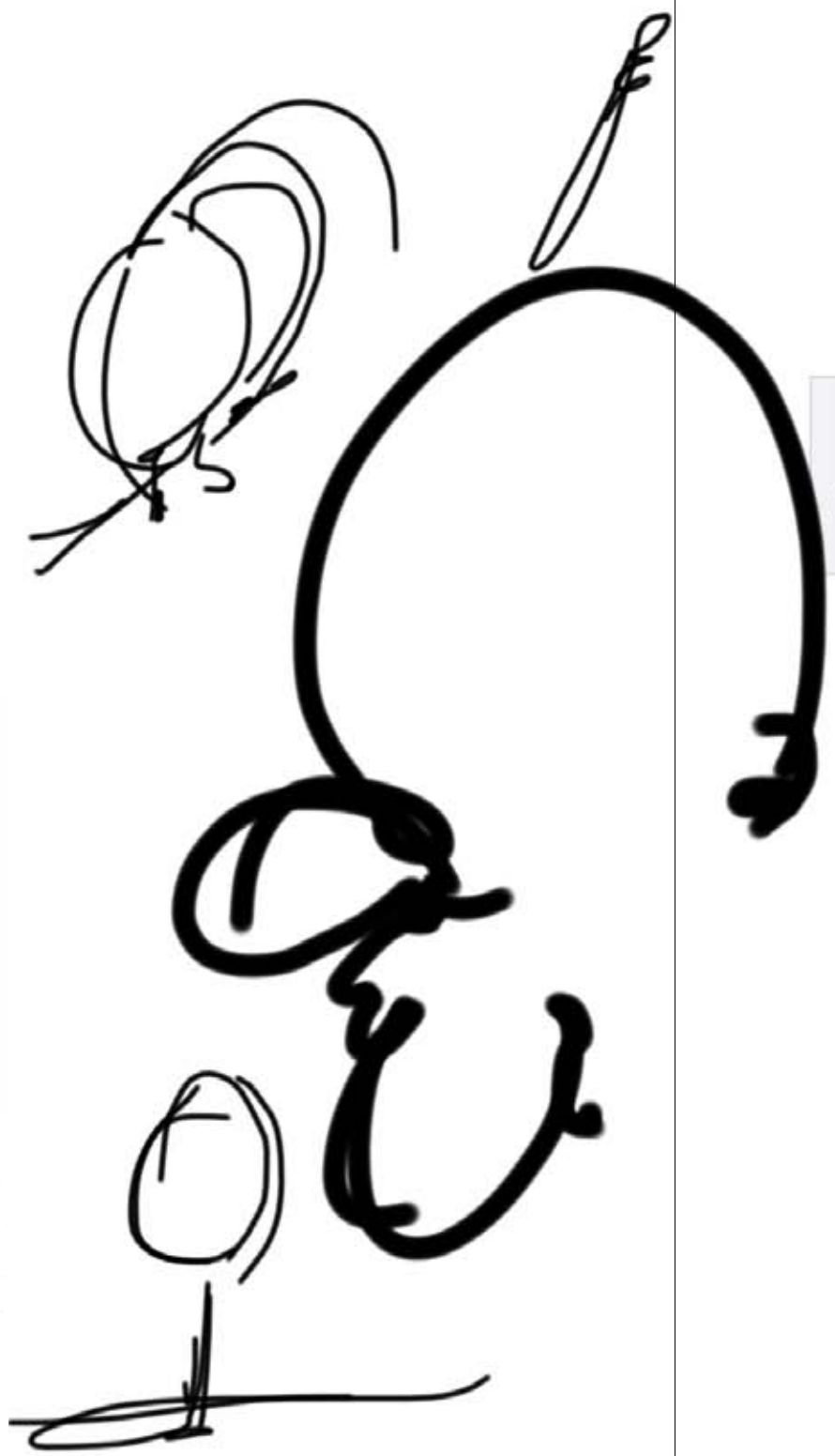


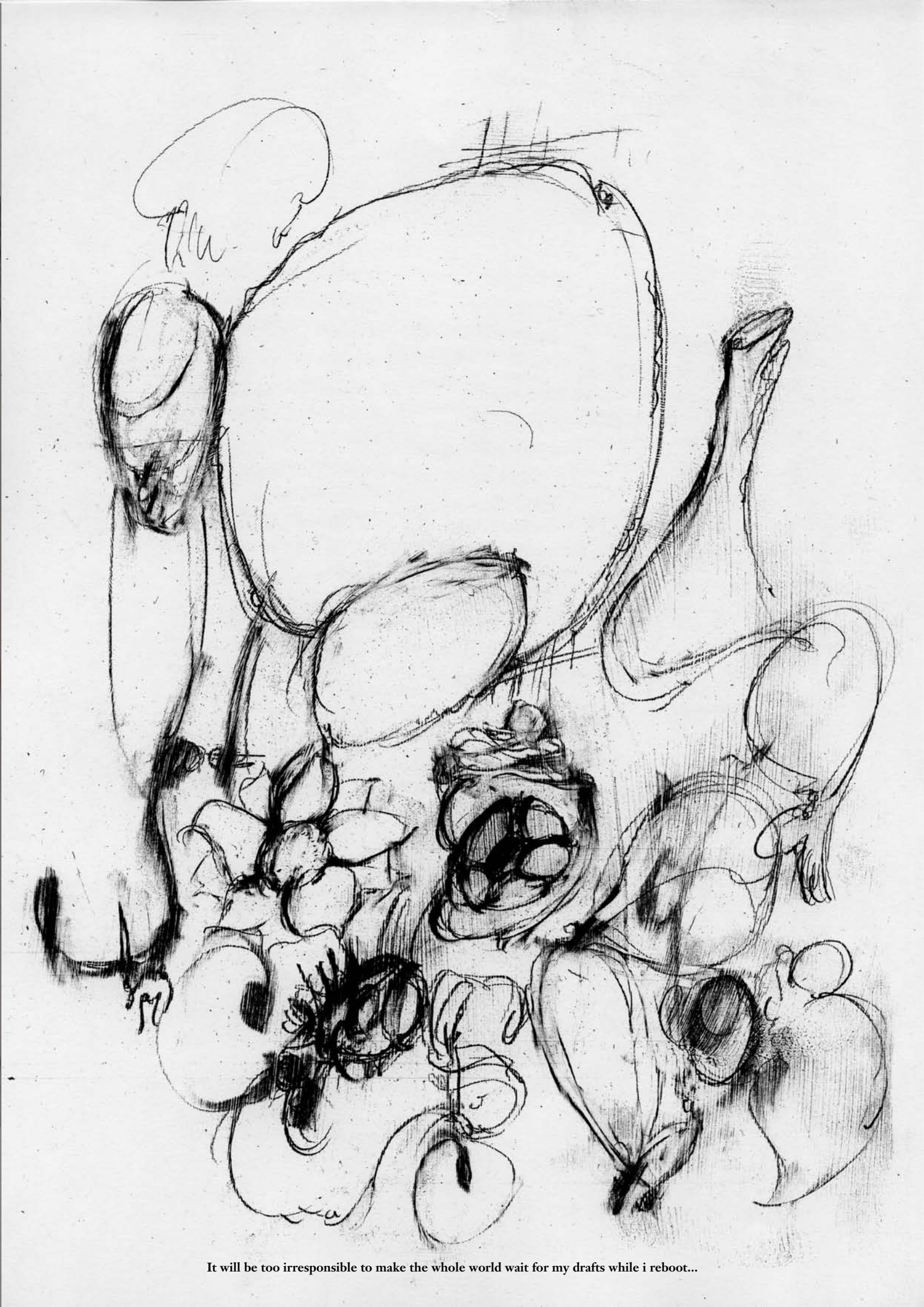
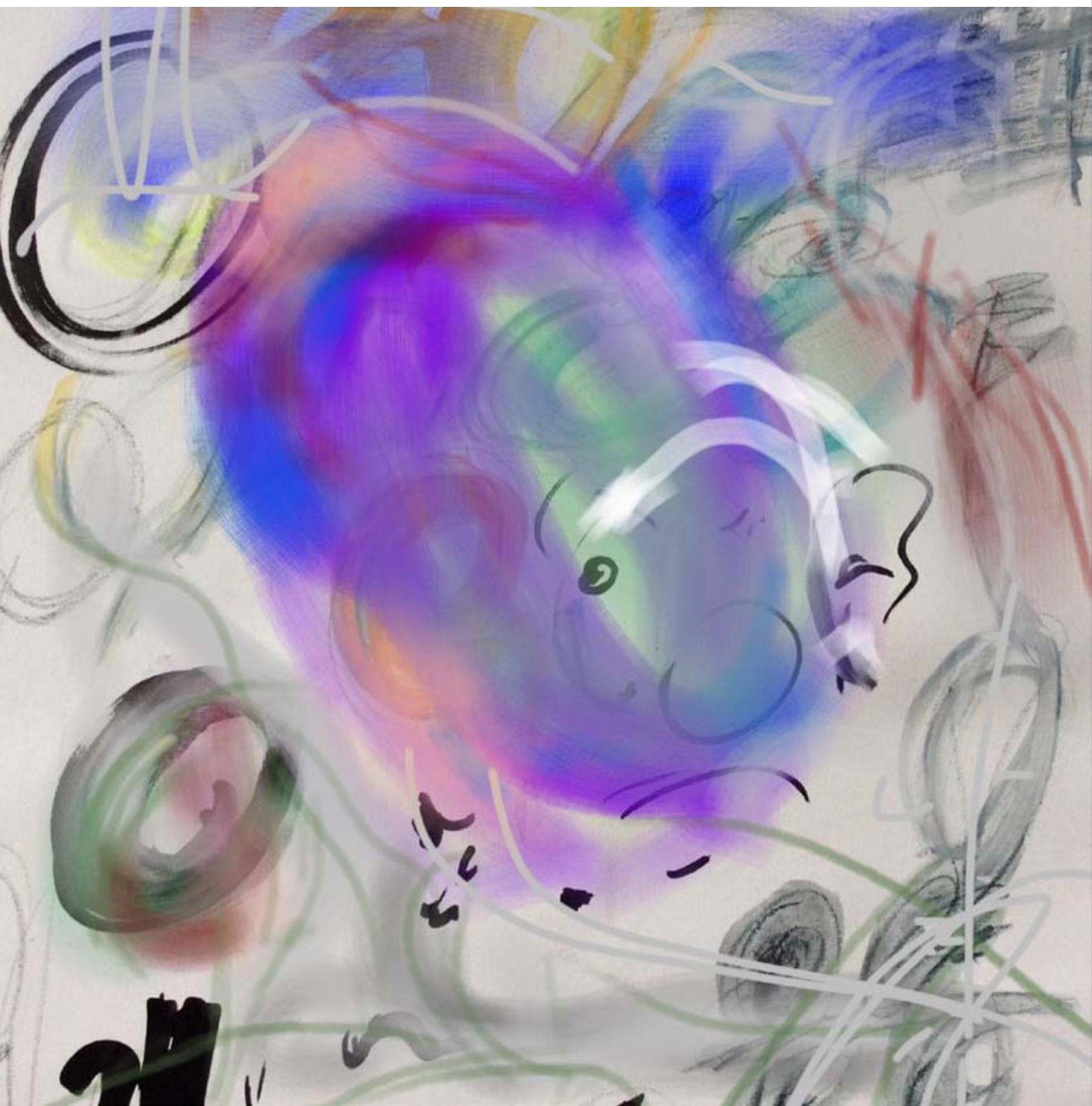
I FIND HER SUPER INSPIRING AND GREAT FUN BUT I AM ALSO WONDERING HOW SHE RELAXES BESIDES HER HARD WORK AND HOW SHE DEALS WITH EXTERNAL PRESSURES AND THE PRESSURES FROM WITHIN.



FLUFFY TOWELS™

The fresh scent of clean towels warm from the dryer with notes of lemon, apple, lavender and lily.

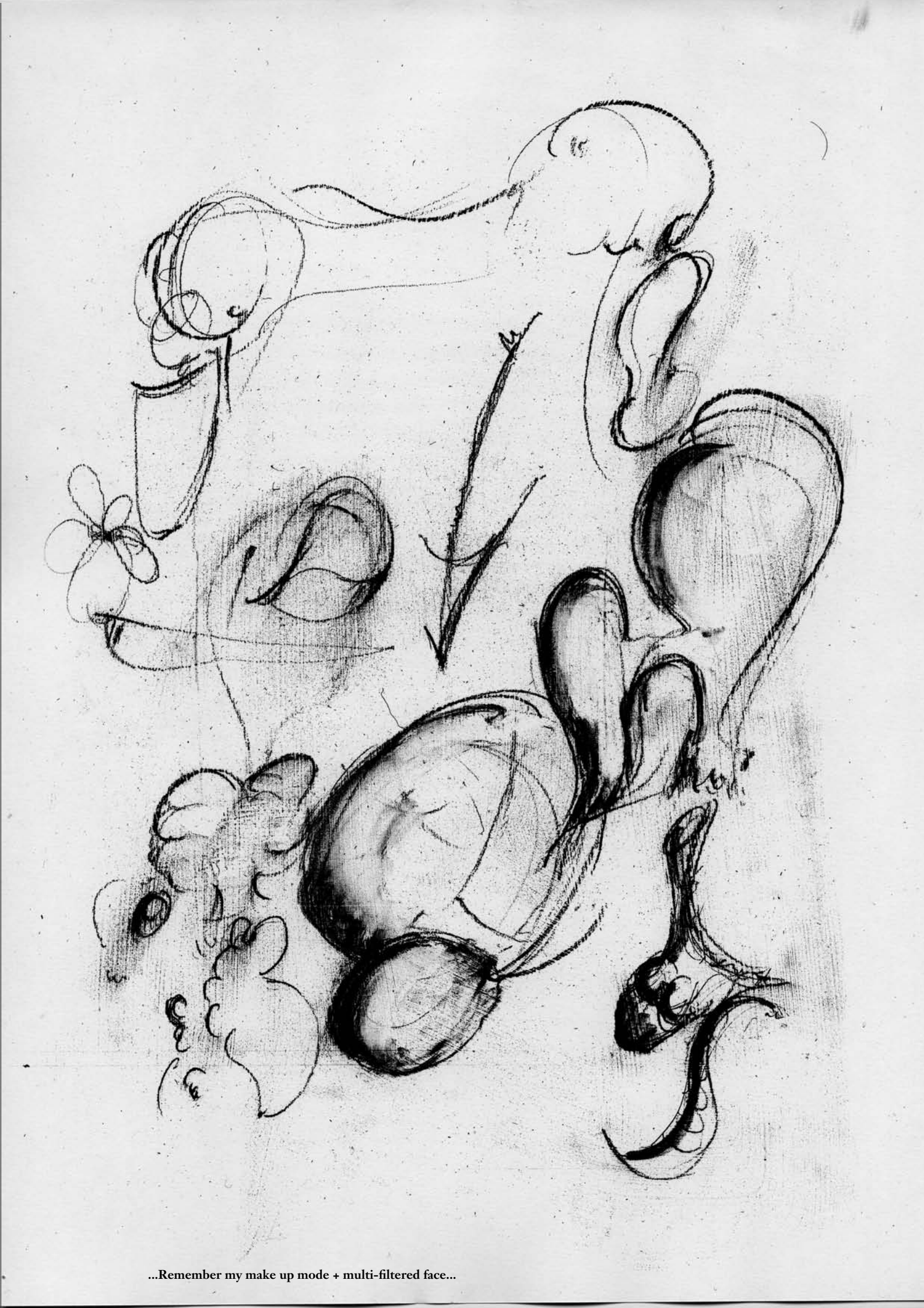




It will be too irresponsible to make the whole world wait for my drafts while i reboot...

SO YOU ARE ACTUALLY A VERY HARD
WORKER AND ALWAYS HAVE BEEN AND IF
YOU SEE OPPORTUNITIES YOU GRAB THEM
BUT HOW DO YOU MAKE SURE YOU RELAX?







...Remember my make up mode + multi-filtered face...



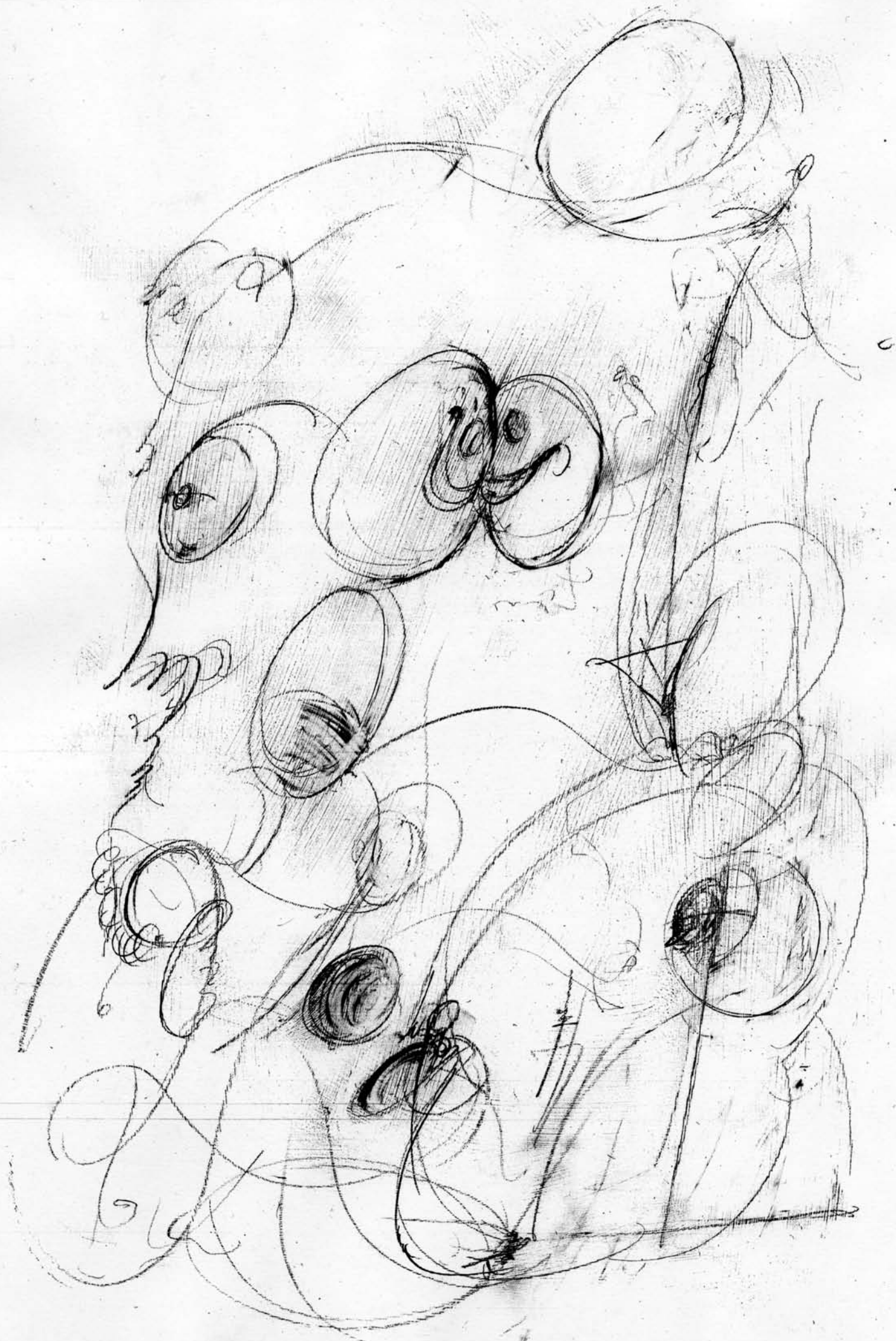
...The MAC lipstick Please Me truly is my gem. Please Me is my first MAC lipstick and I won it in a give-away!...

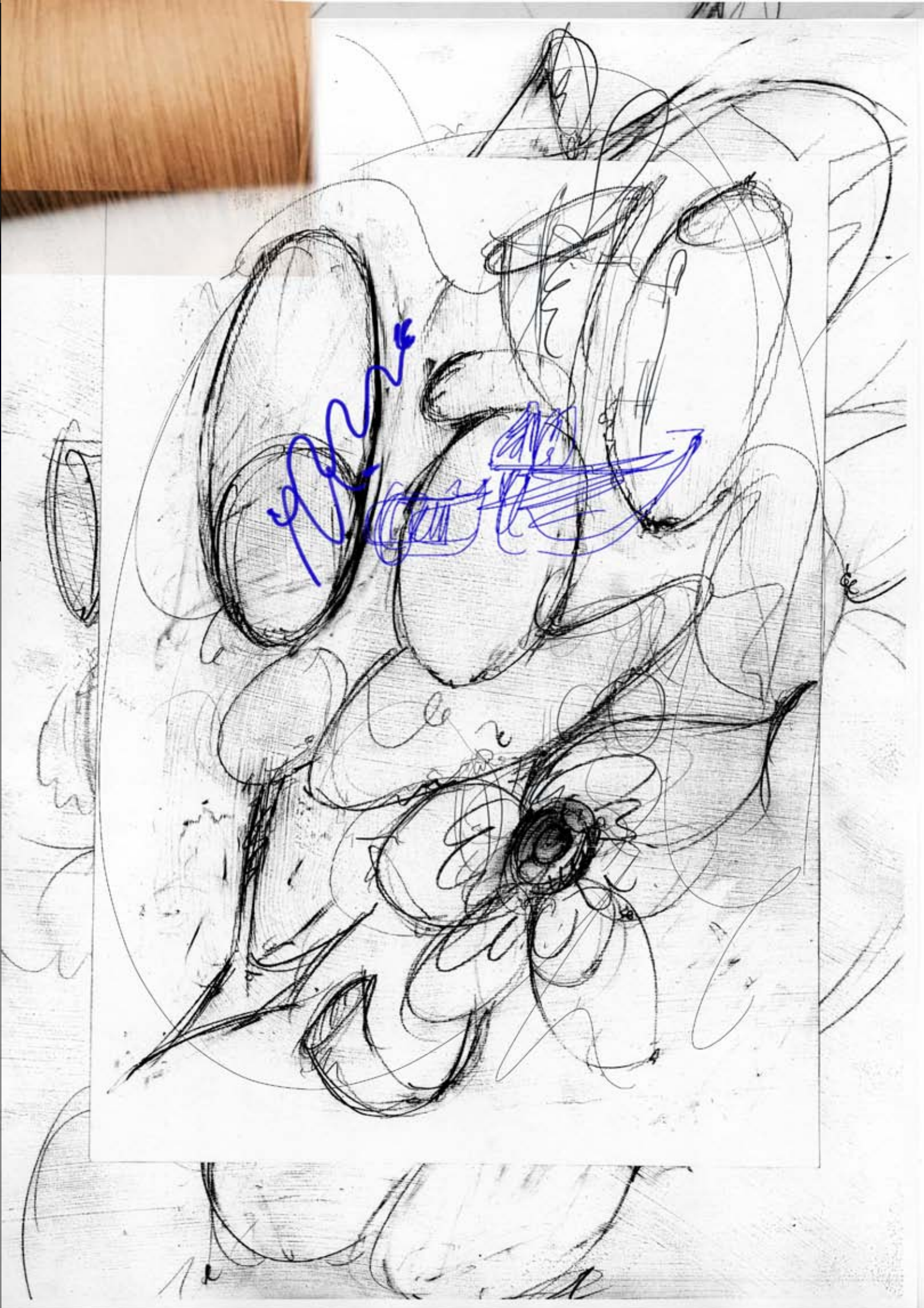
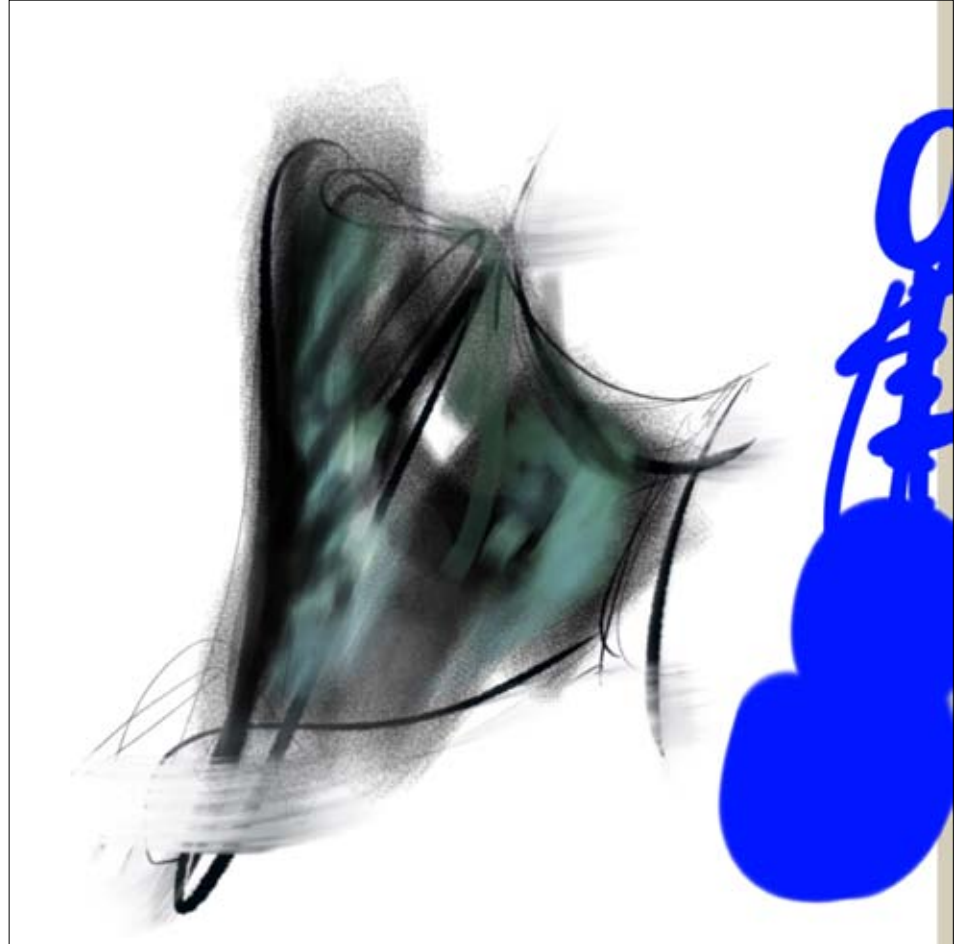
A brown-toned sketch of a person's face, looking upwards with a thoughtful expression. The face is surrounded by various abstract shapes and lines, including a large, dark, circular shape in the center. A speech bubble is positioned above the face.

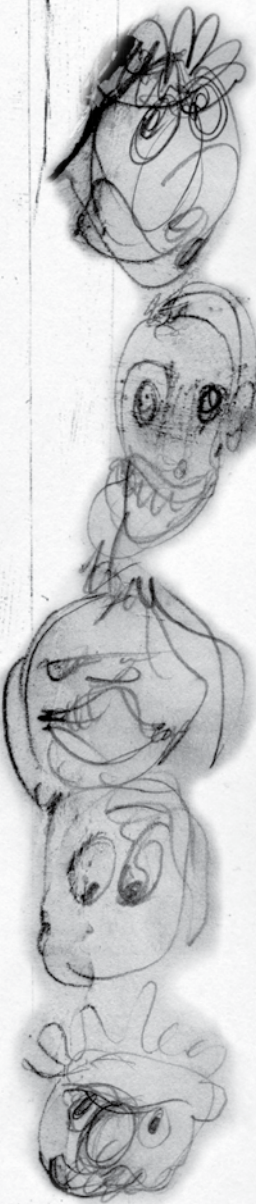
WHEN YOU THINK ~ I CANNOT
PULL IT OFF RIGHT NOW: THIS
MONTH I CANNOT FORCE
MYSELF TO BE BETTER THAN
LAST MONTH ~ CAN YOU LET GO?

A brown-toned sketch of a person's face, looking upwards with a thoughtful expression. The face is surrounded by various abstract shapes and lines, including a large, dark, circular shape in the center. A speech bubble is positioned above the face.

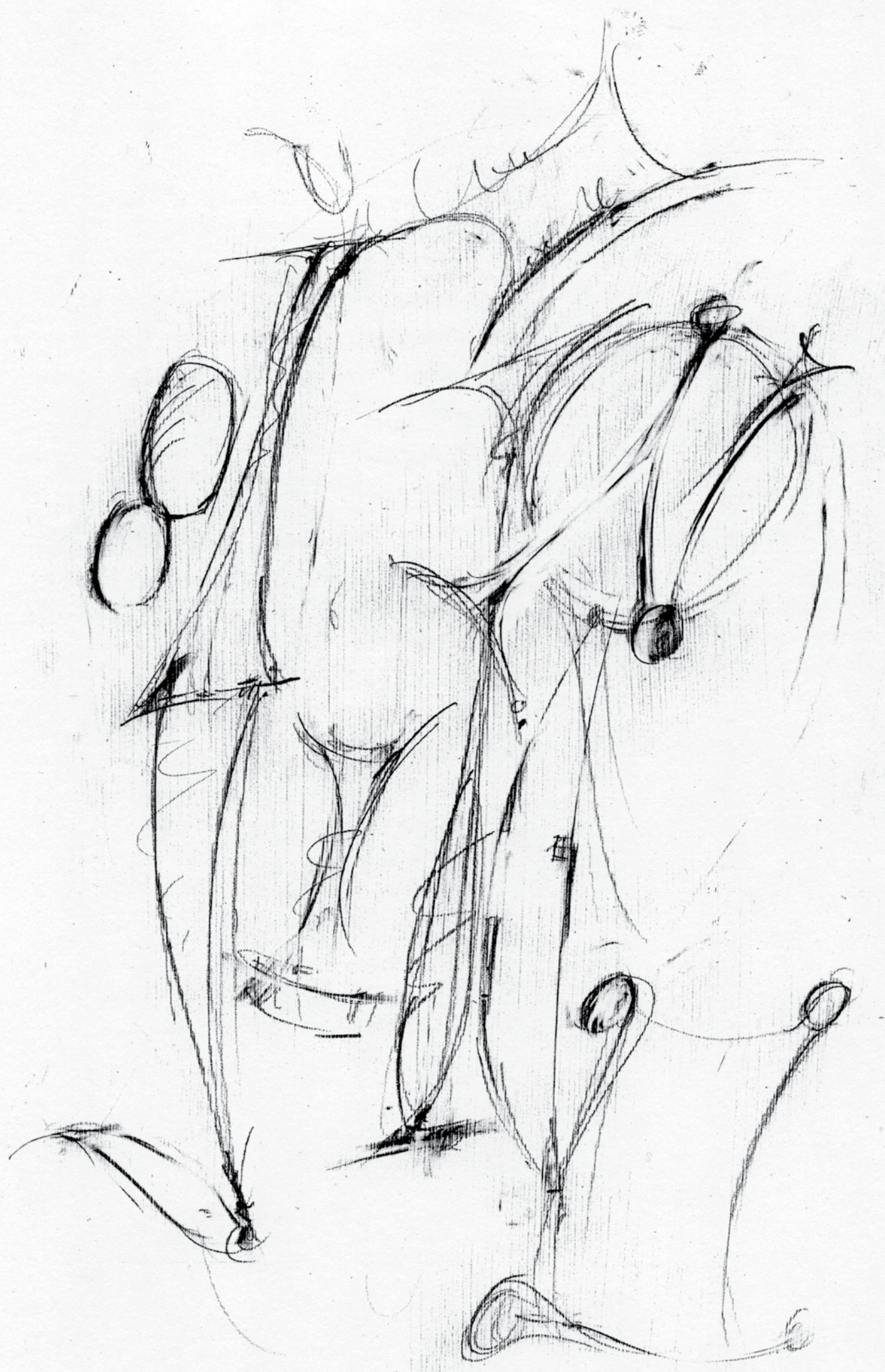
SO YOU DO NOT BELIEVE
ANYTHING GOOD
HAPPENS FROM WITHIN
THE COMFORT ZONE?







...Fluffy Towels, thank you for letting us take a look into your make-up bag. I think you have taken beautiful pictures that I surely could not have made when I was your age (you were still 13 years old when you sent me the pictures)...



Suddenly, the white collared upper middle class info workers collectively hanged framed letterpress prints on their walls. After many years of *Keep calm and carry on*, it now said *Work hard and be nice to people* or *Do what you love / Love what you do*. They started to prefer a cute Airbnb over a design boutique hotel featured in a corporately owned glossy magazine. The quirky handwritten font was increasingly visible in mainstream advertising. *#creativity* became valued higher than *#professionalism*, be it in a productive sense. Work equals passion (*#followyourheart*) and the young professionals burned out, damaged their brain stems and took on mortgages while still in student debt.



The factory workers in classical industrial society felt expropriated of their intellectuality, individuality and creativity. In high tech production, Berardi argues, cognitive faculties are actually put to work. The immaterial factory we call office asks to place our intelligence, sensibility, creativity and language at its disposal. The new kind of worker values labor as the most interesting part of his life. He no longer opposes the prolongation of the working day but is actually ready to lengthen it out of personal choice and will. *I don't work 9-to-5* only ever means working longer instead of shorter: the enterprise' values are thoroughly internalized. Even the self-employed beauty blogger on the verge of a nervous breakdown at one point asks herself: *Cox I am my own boss, why do I have to slog like a dog?*

The artist (*#followyourheart*) is increasingly admired by other knowledge workers. The artist, for apparent political reasons, is also asked to be increasingly entrepreneurial (*visibility is success*). What to do in late capitalism? Should the artist live balanced and basic or does she drink champagne at LVMH sponsored biennials? In an economy that views creativity as a natural resource driving economic prosperity, should the artist turn her back on delivering some kind of neoliberal community work or try to make a career?

Careerist like Picasso. In the margins of his sketchbooks Picasso was sampling contemporary art, shattering any possible exemplar of one style that would triumph over all others. Perhaps testing the paradox of the not resembling resemblance required the use of caricature. The caricaturist no longer respects the limits imposed on him by his subject, he imposes his own limits on his subject. In fact, Picasso amused himself with caricature.

The amusing pastime as a strategy. Valuing activities for their present and subjective use rather than later exchange. Too professional to be an outsider, yet longing for dilettante's joy. Some advice:

- Be very careful with using the word *work* too often
- Instead of bringing office principles to the studio, bring the studio to the office

While the beauty bloggers struggled to overcome burnout, oversharing on Snapchat, being complimented by thousands (*#DWYL*) and trolled by some (*#SPON*), the artist makes a drawing. It is a black and white drawing. When the investment banker stops by to tell her he wants to buy the drawing if only the artist would add a red dot it, she does not answer. As if she had not heard his question.

It comes as a surprise to him, that she is able to do so.

rd
PERFECTION
out
Wake up!
POWER
MASSIF
Surf's up!
SELF
ON
FASHION VICTIM
JAW
GAME
DOWN
IN
D
kate
ROC
!MO
Tec

In SNOW IN LOVE a beauty blogger undertakes to conduct a series of interviews of women she finds inspiring. Her questions most of all reveal her values about work and how they conflict with her wellbeing.

In BRAIN FLOWER EURO an artist takes a walk in nature to relax her brain after screen time. She tries to regroup her thoughts and create the safe mental space therapists always promise.

BRAIN FLOWER EURO/SNOW IN LOVE is an artist publication/mini comic about contemporary info workers.

BRAIN FLOWER EURO/SNOW IN LOVE is the name of a popular font/scented candle.