

We are what we have never been and that which we will always be. Life is a paradox. We can work with and through that or succumb to a binary:

never                      ideal.

As a start-up CEO, Joseph Beuys' mission statement could have been "show your scars!" On the one hand, a position which embraces vulnerability. Specifically, the risk of fabricating a future you want to see/be now, no matter how much this leaves you out in the cold.

"Don felt," as he would say.

On the other hand, the showing of scars can be seen as — reduced to, in that act of gazing — a somewhat fetishistic clinging to that which hurts. That is, a polemic expression of pain: "Ow!" my struggle is more than yours. Narcissistic self-whooping,

never                      ideal  
But some route to get ahead.

Read either way, our Beuys.  
The start-up CEO.

Working with, re-working with, the magical slippages innate to a vision of being more than, forms abound.

ONTO-EPISTEMIC ICONOCLASM  
Serendipity              rife  
Imagination              loose lipped.

Material becomes matter  
Paradox becomes plaything  
Ingestion and digestion become processes of production.

Our Beuys.

In the business of that slippage. Mining, without allegory, resources that are seemingly endless: those bound to the ideal / freedom seeping outside from that which will always be if we choose to strive for that which we have yet too never become.