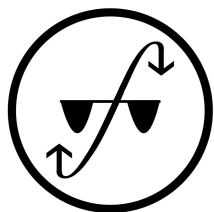


## THE FICTIONALISTS



### A POSTMODERN FACTION OF THE SITUATIONIST INTERNATIONAL

“The most general goal must be to extend the nonmediocre part of life, to reduce the empty moments of life as much as possible”

Guy Debord, *Internationale situationniste*. June 1957

### PROMOTING LIFE THROUGH FICTION

Bored of your endlessly repetitive life? Want to escape the monotony without taking giant risks that may endanger the livelihood of your loved ones? The answer may not be as far away as you thought.

We, the Fictionalists, believe in the free creation of situations that remove the boredom of everyday life and replace it instead with happenings that improve, enhance, and encourage humanities growth beyond the mediocre.

We promote the beauty and originality of the individual and believe that no-one is incapable of restructuring their own life, using fiction as a means to attain a level of happiness and fulfillment that may have previously been thought impossible.

## EARLY SEEDS FOR DEVELOPMENT

Ever since Nietzsche declared God dead in 1882, humanity has been wondering through a deserted universe, lost without any universal guiding principles to give meaning and value to their lives. Nietzsche kick started humanities slow realisation of its unlimited freedom which is fundamental to it's very being. Free of any universals or absolutes to dictate life, the individual is the master of his world

It was Jean-Paul Sartre, the founder of existentialism, who pronounced one of the most comprehensive formulations of this 'existential' freedom in his celebrated book, *Being and Nothingness*. A lecture held in 1945 and published under the title *Existentialism & Humanism* is a much shorter and more digestible version of his main thesis. Within these works, Sartre provides a comprehensive discussion of the nature and consequences of nothingness, which he believes is sourced from consciousness and can be found everywhere in the world around us.

Sartre's most important point was that there is no essential human nature. If humans are completely free, then although one may have motivations and desires there is nothing that determines how one should or could act from one moment to the next. The idea that there is a human nature that defines us becomes obsolete. In this sense Sartre's philosophy completely liberates humanity. This complete freedom however, also necessarily puts full responsibility upon the individual, both for the self, and for all of humanity and so it cannot be taken lightly. It is from this existential point that the Situationists take their lead.

## THE SITUATIONIST INTERNATIONAL

The Situationist International were a group of European artistic avant-gardes, founded in 1957. They were an anti-capitalist group who believed in a complete synthesis between art and politics. They had a large part to play in the Paris riots of May 1968, sending out information and posters to help unite the unhappy students, workers and general population of Paris.



The Situationist International advocated an alternate way of life to the one promoted by capitalism. They believed in a more passionate and instinctual living, free from restraints and separate from the 'spectacles' that capitalism enforced upon society.

Guy Debord, as the author of *Society of the Spectacle*, talked about how capitalism had created a vast network of appearances and 'all that once was directly lived had become mere representation'. The 'spectacle' is, very basically, mass media. Debord argued that it had replaced relations between people with relations between commodities.

The Situationists essentially invented new games to aid in tearing down these representations that had been put in place to blind the masses. They saw the huge impact that architecture had upon mood and emotion and aimed towards a 'Unitarian Urbanism'. This was a multi-faceted term that involved creating new architectural aspects that would play with the ambiance effects of rooms, buildings and streets.

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## SPECTACLE TO SIMULATION TO SIMULACRA

Although the Situationist's influence can still be felt today, the 'spectacle' they spoke of still crushes our society, and is reaching a crisis point. The development of the Internet and other high-tech communication tools means our ever-increasing digital age is constantly piling pressure onto the individual to buy into an infinite number of various commodities.

Jean Baudrillard, a French philosopher, starts bringing the idea of the 'spectacle' up-to-date with his corresponding idea of *simulation*: 'the substitution of signs of the real for the real'. Baudrillard's theory of simulation, which he published in 1985, is proposed in terms of signs and meanings rather than the Situationist International's approach in images and commodities but there is a distinct parallel between the two.

Finally, the French thinkers, Deleuze and Guattari, are the most important modern influence upon the setting up of the Fictionalists. Although they never explicitly formulated a theory of simulation, one can be drawn out from their work. Their theory involves the simulacrum that is a copy of a copy but which's relation to the original has become so weak it can no longer be called a copy. Deleuze and Guattari go further than Baudrillard in that they offer a way out of this endless re-representative reality. This escape is through art. They demand a 'positive simulation of the highest degree, marshalling all our powers of the false toward shattering the grid of representation once and for all.'

We shall answer this call.

## MORE ABOUT US

As a faction of the Situationist International we set up events, scenarios and happenings that will aid in promoting a new way of life. The Situationists saw the pressure building over 40 years ago but it was impossible for them to stop the inevitable growth of the spectacle. We aim to reinvigorate their philosophy, updating it with the Deleuzian ideal of the positive power of falsity, and reapply it to an age that desperately requires a change of thinking before it's too late.

Art can provide an exemplarily process of thinking for humanity and the positive benefits of a creative mind are limitless.

This is not to say that one must be an outstanding painter, poet or musician to be able to enjoy life. Rather, it is the mind-set and philosophy of creation that is important and not the actions. We see no reason why everyday should be tirelessly dull and monotonous. A creative imagination is humanity's way out of monotony and mediocrity.

The scenarios and happenings we set-up aim towards helping the viewer see the benefits of a life bathed in fiction. Sartre tells us that nothing exists. The Situationists urge for using our freedom that Sartre unlocked to reduce the mediocre. Baudrillard and Deleuze and Guattari push for the recreation of an existence lost in simulations. The Fictionalists aim to fulfill these demands within the contemporary climate.

We know that a change of mind-set is not easy. It's certainly not likely to happen simply from reading this flyer! If you are interested and would like to find out more come along to one of our events being held around the country and see for yourself how Fictionalism could benefit you.

## RECOMMENDED READING & CONTACT

### Recommended Reading

- Camus, *The Myth of Sisyphus*
- Camus, *The Rebel*
- G. Debord, *Society of the Spectacle*
- G. Deleuze & F. Guattari, *Anti-Oedipus*
- G. Deleuze & F. Guattari, *A Thousand Plateaus*
- S. Freud, *Civilisation and It's Discontents*
- K. Marx & F. Engels, *The Communist Manifesto*
- Massumi, *Realer than Real* ([http://www.anu.edu.au/HRC/first\\_and\\_last/works/realer.htm](http://www.anu.edu.au/HRC/first_and_last/works/realer.htm))
- J.P. Sartre, *Being and Nothingness*
- J.P. Sartre, *Existentialism & Humanism*
- <http://library.nothingness.org/>

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### Contact

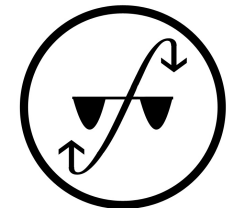
For more information on the Fictionalists or to keep updated on upcoming events please see our website and join the Fictionalist mailing list

[www.fictionalism.co.uk](http://www.fictionalism.co.uk)

We always welcome questions, comments and suggestions so please feel free to get in touch

[info@fictionalism.co.uk](mailto:info@fictionalism.co.uk)

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