



GLOWLAB.01
march :: april
STRANGER

Introduction
by Glowlab

Welcome to Issue 01: STRANGER
by Sharilyn Neidhardt

Notes on the New Glowlab
by Christina Ray

Conversational Location Project
by J Gabriel Lloyd

Corporate Commands: "Rollover"
by Kanarinka

Eyes of Laura :: Interview
by Holly Tavel

Hey Stranger
by Glowlab

Marc Horowitz :: Interview
by J Gabriel Lloyd

Listen Now: Stranger
by Sal Randolph

Off the Hook
by Lee Walton

Parking Public
by Ryan Griffis [guest]

PICNIC
by Holly Tavel

Placing Voices
by Brian House

Stranger Series
by Graft

strangers are dancing with goats
by Sharilyn Neidhardt

Visitor.Files
by Christina Ray

featured projects 2003 - 2004
featured articles 2003 - 2004

Corporate Commands: "Rollover"

by [Kanarinka](#)
tags: performance intervention expedition

BACKGROUND SUMMARY

The Institute for Infinitely Small Things has launched a new microperformative research initiative called "[Corporate Commands](#)". A Corporate Command is an instruction work, a call to action in the form of an imperative: "Just Do It", "Turn on the Future", "Live without Limits", "Tap into great taste", "Think different", "Ride the light", "Live Like You Mean It".

In this initiative, the Institute for Infinitely Small Things experiments with the production of desire and control by taking the corporate commands as literally as possible. This research report details one experiment that occurred on Saturday, February 26th, at 2PM at a Cingular Wireless store in Cambridge, MA. The corporate command under investigation was "Rollover".

RESEARCH REPORT

CORPORATE COMMAND: "ROLLOVER"

DATE: 02-27-2005

TIME: 14:00H

LOCATION: CINGULAR WIRELESS, 1 CENTRAL SQ, CAMBRIDGE, MA, 02139

RESEARCH GOAL/S:

LOCALIZED GOALS (SINGULARITIES)

- THE PRODUCTION OF AFFECT IN STRANGERS.
- THE PRODUCTION OF A NEW RELATIONSHIP TO THE CINGULAR WIRELESS CORPORATE COMMAND.
- THE PRODUCTION OF A NEW COGNITIVE SELECTION MECHANISM.

DISTRIBUTED GOALS (COLLECTIVITIES)

- THE PRODUCTION OF INFORMAL CONVERSATION THROUGH WHICH THE PROJECT TRAVELS
- THE PRODUCTION OF FUTURE AUDIENCE MEMBERS
- THE PRODUCTION OF MORE RESEARCHERS WHO WILL CONTRIBUTE CORPORATE COMMANDS TO THE DATABASE.

RESEARCHERS

ADRIANA RIOS
JAIMES MAYHEW
JAMES MANNING
JIM BAILEY
JULIA SCHER
KANARINKA
MICHAEL HALL
PIRUN
ROBERT SABAL
TOBY KIM LEE
YORITAKA SAKAKURA

META-INSTRUCTIONS

ROLLOVER

TECHNICAL EQUIPMENT: PROTECTIVE WHITE LAB COATS

DESCRIPTION: ROLL BODIES ON THE GROUND TO ALLOW PEOPLE TO PASS THROUGH. 10 MINUTES DURATION.

DOCUMENTATION: PHOTOGRAPH ROLLING BODIES. PHOTOGRAPH PEOPLE LOOKING AT ROLLING BODIES.

FIELD NOTES

- ROLLING BODIES: J. MAYHEW, J. SCHER, KANARINKA, PIRUN, YORITAKA SAKAKURA

play_media



- DOCUMENTATION CREW: J. MANNING, J. BAILEY, M. HALL, T. KIM LEE
- REMOTE CONSULTANTS: A. RIOS, R. SABAL
- "ROLLOVER" COMMAND LOCATION IS RIGHT NEXT TO MAJOR BUS STOP. LOTS OF PEDESTRIAN TRAFFIC. IDEAL SITE FOR ROLLING BODIES.
- KANARINKA GIVES OVERVIEW OF THE PROJECT TO THE RESEARCH TEAM AND THE TWO AUDIENCE MEMBERS PRESENT
- RESEARCH PERFORMANCE BEGINS AT 14:14H
- SMALL AUDIENCE GROUP FORMS TO OBSERVE - 8-10 PEOPLE
- AUDIENCE MEMBERS DISCUSS PROJECT WITH STRANGERS
- PERFORMERS REQUEST J. MANNING TO ANNOUNCE "ROLLOVER" WHEN A PEDESTRIAN IS APPROACHING
- CINGULAR SALES PERSON EXITS STORE AND TAKES PHOTO WITH CINGULAR PHONE
- J. SCHER ROLLING INTO SNOW.TOO WET TO CONTINUE.
- PASSERBY ASKS IF PROJECT IS A PROMOTION FOR CINGULAR WIRELESS
- PERFORMERS NOTICE THAT MANY PEDESTRIANS ARE INTIMIDATED TO WALK THROUGH THEM, REQUEST THAT AUDIENCE ENCOURAGE PEDESTRIANS TO PASS SO THAT MORE ROLLING OVER OCCURS.
- PASSERBY ASKS WHAT PERFORMERS ARE DOING. KANARINKA POINTS TO THE "ROLLOVER" SIGN.
- A COUPLE PASSING THROUGH ROLLING BODIES PAUSES TO GET THEIR PICTURE TAKEN
- MUCH DISCUSSION BETWEEN PEDESTRIANS AND AUDIENCE
- AUDIENCE NOW NUMBERS 15-20
- T. LEE TELLS CURIOUS BYSTANDERS THAT THE PROJECT IS EMPHATICALLY RESEARCH
- RESEARCH PERFORMANCE ENDS AT 14:24H
- AUDIENCE CLAPS, RESEARCHERS EXTEND THEIR THANKS
- POST-PERFORMANCE FEEDBACK AND DISCUSSION WITH FOUR AUDIENCE MEMBERS
- ESTIMATED TOTAL PEDESTRIANS WHO PASSED THROUGH: 30
- ESTIMATED PEDESTRIANS WHO AVOIDED RESEARCHERS: 45

ANALYSIS

PENDING. ANALYSIS WILL BE CONDUCTED AFTER THE FOLLOWING RESEARCH PERFORMANCES HAVE BEEN CONDUCTED:

SATURDAY, FEB 26TH - 2PM
SATURDAY, MARCH 5TH - 2PM
SATURDAY, MARCH 12TH - 2PM
SATURDAY, MARCH 19TH - 2PM
SATURDAY, MARCH 26TH - 2PM
NOTE: NO EXPEDITION APRIL 2ND
SATURDAY, APRIL 9TH - 2PM
SATURDAY, APRIL 16TH - 2PM

REFERENCES

THE INTERNATIONAL DATABASE OF CORPORATE COMMANDS

WWW.CORPORATECOMMANDS.COM

THE INSTITUTE FOR INFINITELY SMALL THINGS

WWW.INFINITELYSMALLTHINGS.NET