

## **24/7 AT WORK**

In the showcases you see arrangements of library books and self-maintenance products, mainly deodorants. These products signify the contemporary pressure on consumers/workers to be invincible, calm, cool, and smell nice at all times.

Read the product labels: “soft and gentle; deep energy; 24-hour protection; sure men; xtreme sport; game spirit; speed stick; extreme clean.” The books in this display document ideas associated with business approaches to organizing the workplace under extreme global economic pressure, and, in a general sense, responses to these conditions. Titles include: *Sitting in the Hot Seat*; *Crisis Communications*; *Work, Change and Competition*; *Building a Better Team*.

24/7 began with collection of ‘management speak’. I developed it into a list that was first exhibited at Eyelevelgallery (2004) in Halifax, Canada as a floor-to-ceiling printout. The next year I presented it along with self-maintenance products and management books at Mount Saint Vincent University (MSVU) Art Gallery in the MSVU Library (Halifax, 2005). The orange vinyl list on the case is an update of the list.

This project is uniquely situated in a university library specializing in management collections, an ideal location for a site-specific artwork on this topic. It could only have taken this form in a university library where publications about social re-thinking and criticism find their home. I am grateful to Milena Placentile who curated *No Time to Lose: A Search for Work/Life Balance* for Peacock Visual Arts and the staff of the Aberdeen Business School Georgina Scott Sutherland Library at Robert Gordon University for providing me with this opportunity.

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