Pascal Gielen // The Murmuring of the Artistic Multitude Global Art, Memory and Post-Fordism

Here, art sociologist Pascal Gielen examines the notion that the global art economy—
with its ever-renewable youth quota, its gender imbalance, flexible working hours and
short-term contracts (or lack of contracts)—is wholly congruent with the worst aspirations
of late capitalism, and is ripe for economic exploitation. Conscious that art also offers real
liberties, Gielen also proposes alternative models and argues for a recognition of the
values implied by the creative process, rather than by the subtle coercions of post-Fordist
production imperatives to which we are all subject.

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