

07: Art works of Johannes Büttner

Johannes Büttner:

In the two projects "The Factory" and "Platform", I deal with different forms of economy and different working conditions in the economy. And "The Factory" is very interesting because a market is practically opened up through digitality or even through the platform "Fiverr", which takes place a lot in the global South. I have communicated and worked a lot more with women workers in the global South, who practically participate in a global competition for work through this "Fiverr" platform. And then it is often considered in sociology as a form, which it certainly is, a form of exploitation or benefit of historically-grown inequality, that workers in the global South demand much less for the work than if I were to somehow hire a web designer or something here. And at the same time, the workers themselves or the creative people I have talked to and worked with see it a bit more ambivalently and also as a possibility to participate in this market at all and also rather as a form of possibility for economic advancement. And that's what I found very interesting about the project, what different narratives there are, depending on the background from which you come or the perspective from which you look at it. And then something that brings us back to the platform, what different narratives there are in a local context. So the drivers who deliver food, do they actually do something nice in addition to cycling? Engaging in physical activity. And that's a form of leisure that earns money, as many, many companies also propagate. The Gorilla CEO has always made it clear that he is actually a biker himself and has a tattoo of a bicycle, and that it is actually super cool to somehow roll through the city with the kids and deliver a bit of food. But that would be more beside the point. Or is it a form of very precarious work that people do not do for fun, but because there are constraints, because they have to pay their rent and make ends meet. Translated with www.DeepL.com/Translator (free version)