

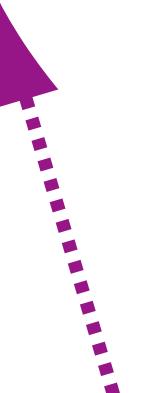
INDUSTRY OF THE ORDINARY'S WORKING PROCESS (ONE ITERATION)

From: adam@adambrooks.com Subject: Notes on IOTO Date: January 8, 2004 8:42:33 PM CST To: wilsongizella@yahoo.com

The notion of "Champs" or winners at all costs--badges pinned on passers-by, unfurling a banner with "Champs" on it--however, does this deviate too greatly from the ordinary, or is it something that creates a tension with the ordinary, an aspiration. T-shirts with "Champion" printed on the front--IOTO on the back

Exploration of the microcosmic as a facet of the everyday. Take small unnoticed events and focus and expand upon them.

Could be linked somehow to the sandblasted bottles deposited around the city--construct a logo for IOTO, use the acronym as a starting point. Play off idea of IOTA.



From: wilsongizella@yahoo.com Subject: odds and ends Date: December 31, 2003 12:32:02 PM CST To: adam@adambrooks.com

Leeds lost to Wolves. Fuck.

I am sending you what I've been working on for Industry of the Ordinary, (I.O.). It's just a beginning point for discussion of course, but I quite like the organizational framework. (Some of it completely crap). Hope you've had time to stir the creative juices yourself. Give me a call as soon as poss'.

Industry of the Ordinary

(12 sentences)

For 12 days in March and April, 2004, Industry of the Ordinary will occupy the streets of Chicago. Exploring the aesthetics of the ordinary, Industry of the Ordinary will create a dozen performances to be instantly documented and published on this site. You are invited to review past events and read about future activities.

On this site the visitor can find twelve, one-sentence descriptions of the performances to be undertaken during this period. Where performances are public-sited the places and times will be posted.

Through sculpture, text, photography, video and performance Industry of the Ordinary are dedicated to an exploration and celebration of the customary, the everyday, and the usual.

Industry of the Ordinary are Adam Brooks and Mathew 'the bastard' Wilson.



From: adam@adambrooks.com Subject: Domain registered Date: December 18, 2003 9:32:06 AM CST wilsongizella@yahoo.com

Industryoftheordinary.com has

been registered. \$18 for 3 years. Good deal.

To: wilsongizella@yahoo.com flaps_2000@yahoo.com

From: owen lexington America/Chicago

on my credit card, cunts.

From: adam@adambrooks.com Subject: new ideas Date: July 27, 2004 1:44:25 PM CDT

To: wilsongizella@yahoo.com

This is compiled from our conversations and both of our lists. I have marked the 7 pieces (*) I would like to see get done first. If you think otherwise, do the same thing and we can compare lists.

*The Beautiful Game I.O. orchestrate famous football chants

On the Never-Never

I.O. apply for a credit card and make a single purchase

*Deity for a Day I.O. become god

*Power to the People

I.O. buy one share of Halliburton and attend the annual meeting to complain about company policy

*Alchemy Industry of the ordinary transform a motor scooter into an airplane.

*Premortem I.O. prints prints it?s entire dental record

I.O. constructs a wishbone from the mashed pulp of a significant publication

*Final Words I.O. collect the last lines of the 10 most popular works of literature

*Voyeurism I.O. provide 2 volunteers with phosphorescent paint prior to intercourse before recording the aftermath

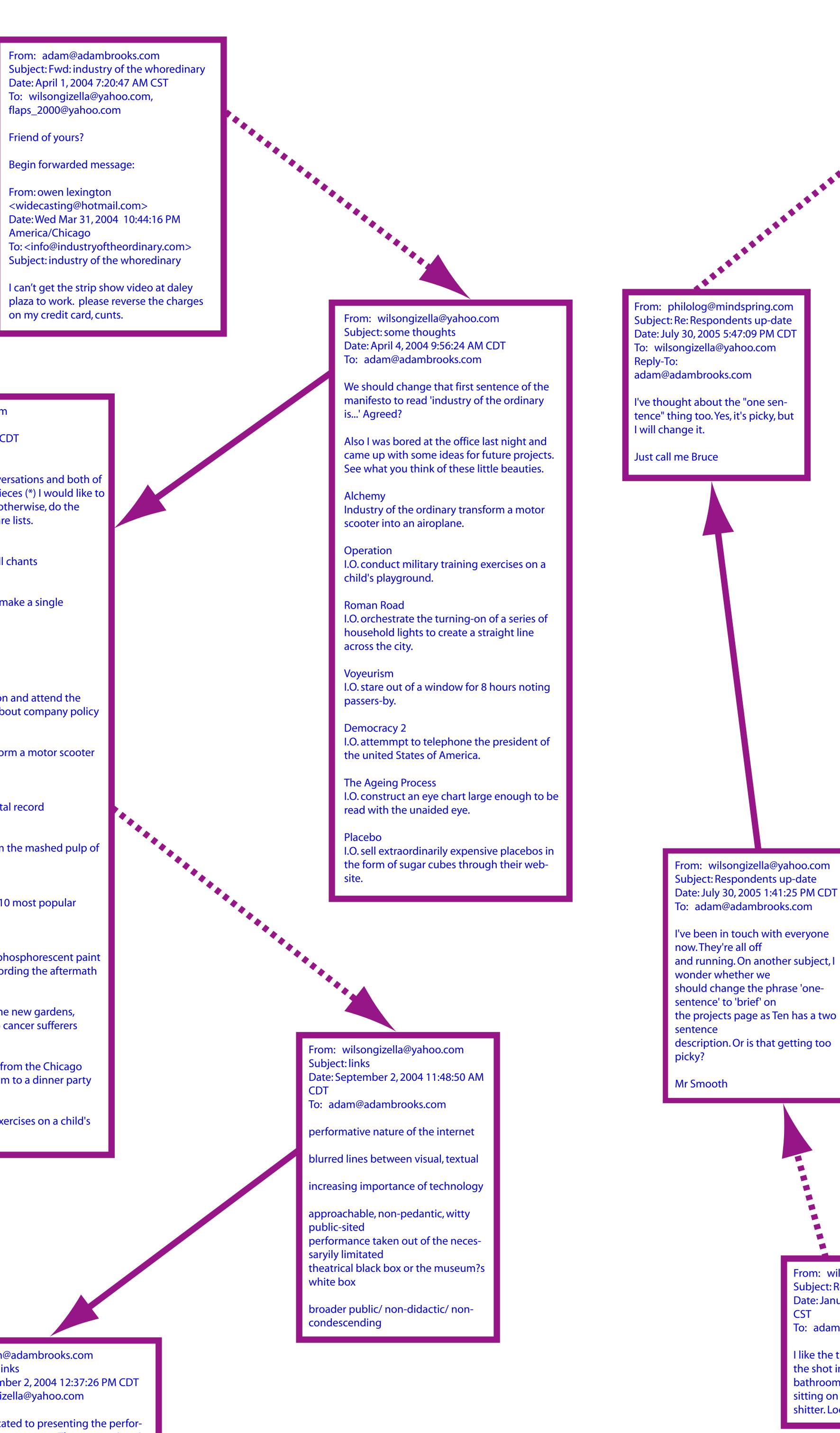
Millennium Park P(l)ot I.O. plant marijuana plants in the new gardens, harvest them and distribute to cancer sufferers

Dinner Party I.O. ring ten people at random from the Chicago phone directory and invite them to a dinner party

Operation I.O. conduct military training exercises on a child's playground.

> From: adam@adambrooks.com Subject: Re: links Date: September 2, 2004 12:37:26 PM CDT To: wilsongizella@yahoo.com

lotO is dedicated to presenting the performative act in a new way. There are pejorative perceptions of what "Performance Art" is in many people's minds that we seek to overturn, both through the work itself but also in the form in which it is presented. We seek to offer an approachable, non-pedantic, witty publicly-sited form of performance taken out of the necessarily limited theatrical black τη το Το το box or the museum's white box, and also to blur the lines between the visual and the textual, using the form of literature, the book, but subverting that too with the inclusion of the visual, the technological and the participatory. We are looking to reach a broader public through non-didactic, noncondescending content and form.



From: adam@adambrooks.com Subject: Another update Date: January 1, 2005 4:29:44 PM CST To: wilsongizella@yahoo.com

Go here to see a new layout and compare. Once I start, you simply cannot stop me. I am a force of nature, John.

http://www.industryoftheordinary.com/html/pro jects-augustine*.html

From: wilsongizella@yahoo.com Subject: simply the best Date: September 30, 2005 7:59:04

To: adam@adambrooks.com

How about this for a November

We pulp an entire Sunday Tribune into a sheet the size of the front cover and then draw in only the banner and the photographs on the front page.Title?:'Days of our Lives'.

From: adam@adambrooks.com Subject: Re: simply the best Date: September 30, 2005 8:17:24 AM CDT

Hmm....

We need to be careful with the pulping, not to overdo it. Also, Nancy Chunn did a quite similar series with the NY Times, for a year.

Need to toss this one around some more.

From: philolog@mindspring.com Subject: Re: Wakey wakey

Date: October 19, 2005 7:37:10 AM CDT To: wilsongizella@yahoo.com Reply-To: adam@adambrooks.com

Too right, sunny jim.

Here are some ideas for your delectation.

Epithet (Taboo)

IOTO collect and perform the most insulting string of expletives in the world's (6,10?) most widely spoken languages. (Video piece) It might help to have native speakers perform this.

IOTO investigate what makes a country great.

Dipso (or Speakeasy)

IOTO establish an illegal drinking establishment. (Do we make our own alcohol to sell here? There is a history of such beverages making people go blind)

Convenience

IOTO document the floor beneath a variety of public latrines. (Tight and consequently semi-abstract photo-based images of the discolored tiles, vinyl, linoleum, wood, etc.)

Testosterone IOTO examine maleness

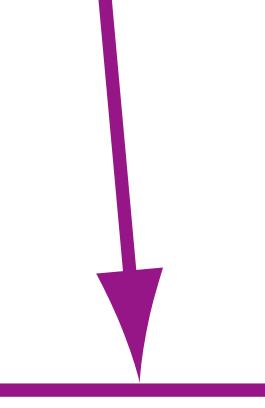
(There should be a way that we can use the big guys at the Globe, akin to the way that Lucien Freud did in his Portrait of a Big Man. Maybe we video Jonesy, flanked by his hefty cronies, in paroxysms of anger, and slow it down to about 1/8 speed, so every spittle-inducing screech is clear and present.)

From: wilsongizella@yahoo.com Subject: Re: Another update Date: January 1, 2005 8:04:35 PM

To: adam@adambrooks.com

I like the three photo layout, but the shot in the bathroom makes me look like I'm

sitting on the shitter. Looks great, Trevor.



From: wilsongizella@yahoo.com Subject: Re: Wakey wakey Date: October 19, 2005 8:00:42 AM To: adam@adambrooks.com

A mountain of material here. Perhaps we could time several for the Hyde Park show. If we had a video camera, sound recordind equipment and a silk screen or two we could set up a factory floor. Must be the fine beer you're drinking that's got the other juices flow-

