

Dieter Daniels  
Academy of Visual Arts, Leipzig

## **re-sourcing the ready-made**

Bangalore OutResourcing Workshop, Dec 4 2012  
a transmediale event, hosted by Goethe Institute and  
in cooperation with the Sristhi School of Art, Design and Technology in Bangalore/CEMA - Center for  
Experimental Media Arts.

Summary:

Current terminology is: outsourcing, insourcing, multisourcing, co-sourcing,  
crowdsourcing.... but where is the “source” ?

Taking the Duchampian readymade from the context of art history – and matching it with the  
globalization of economy. Trying to re-source the ready-made – in the sense that the “source”  
of the readymade is not only in art, but also in the economy of industrialization since the early  
20<sup>th</sup> century. Relating this to Mahatma Gandhi movement of the “spinning wheel”, which  
became a major anti-colonial symbol, prefiguring contemporary d.i.y. (do it yourself) practice  
and theory.