



**BERNARD CONTROLS**  
**SOCIAL SENSIBILITY R&D Department**  
 project 00  
 Alessandro Rolandi / SUIBIAN

The project was carried on on a six-months period of visits to the factory and interaction with the workers;

My approach to this since the beginning has been the one to create a space-time dimension for the workers to be able to say something about themselves in the working environment, on working time schedule.

I asked them to accomplish different tasks with different mediums, but in all of them they were absolutely free regarding to the content

- 1) I gave the workers my camera and asked them to take some pictures inside the factory
- 2) I gave the workers a notebook and ask them to write some personal, notes, ideas, poems, thoughts coming from their daily life
- 3) I asked the workers to make a drawing and to imagine this drawing as a project to be made: an installation, a film, a sculpture, a carpet,..

- 4) I organized one day at the factory, during working time, when several workers had each 30 minutes to create a small thing, a small performance or a gesture inspired by their working environment and using the factory's existing materials and space.

In my practice I was influence by the research of Jacques Rancière on obscure workers' theories, poetry, literature, art and political activity, all along the 19th century in France, and by the theories expressed in his book "The ignorant schoolmaster"

Among the multiple information and topics that appeared while developing this work, I still retain these as my fundamental points:  
 a) I wanted to create a situation in which the workers would be able to express themselves as individuals and communicate through small things their individuality, their personality and their sensibility

b) I wanted to change the way the workers are perceived in the working environment: not simply a functional body, but a person, an individual.

c) I wanted to work at how to introduce and cultivate sensibility within a very structured working environment, at different levels: between workers themselves, between workers and managers, between all the staff.

d) I wanted to point out the capacity of the workers to create a small poetic moment, action or image in a very short span of time, using the functional and strictly surveyed reality of the factory environment to communicate empathy and humanity.

人生一场空虚大梦，韶华白首，  
 不过转瞬，唯有天道恒在，循环往复，  
 未曾更改——

城市

