

For Immediate Release:

Book Launch

**Glossary of Cognitive Activism
by Warren Neidich**

Published by Archive Books, Berlin

[Printed Matter's NY Art Book Fair](#)

MoMA PS1

Opening Night, September 19

Fair continues through to Sunday September 22



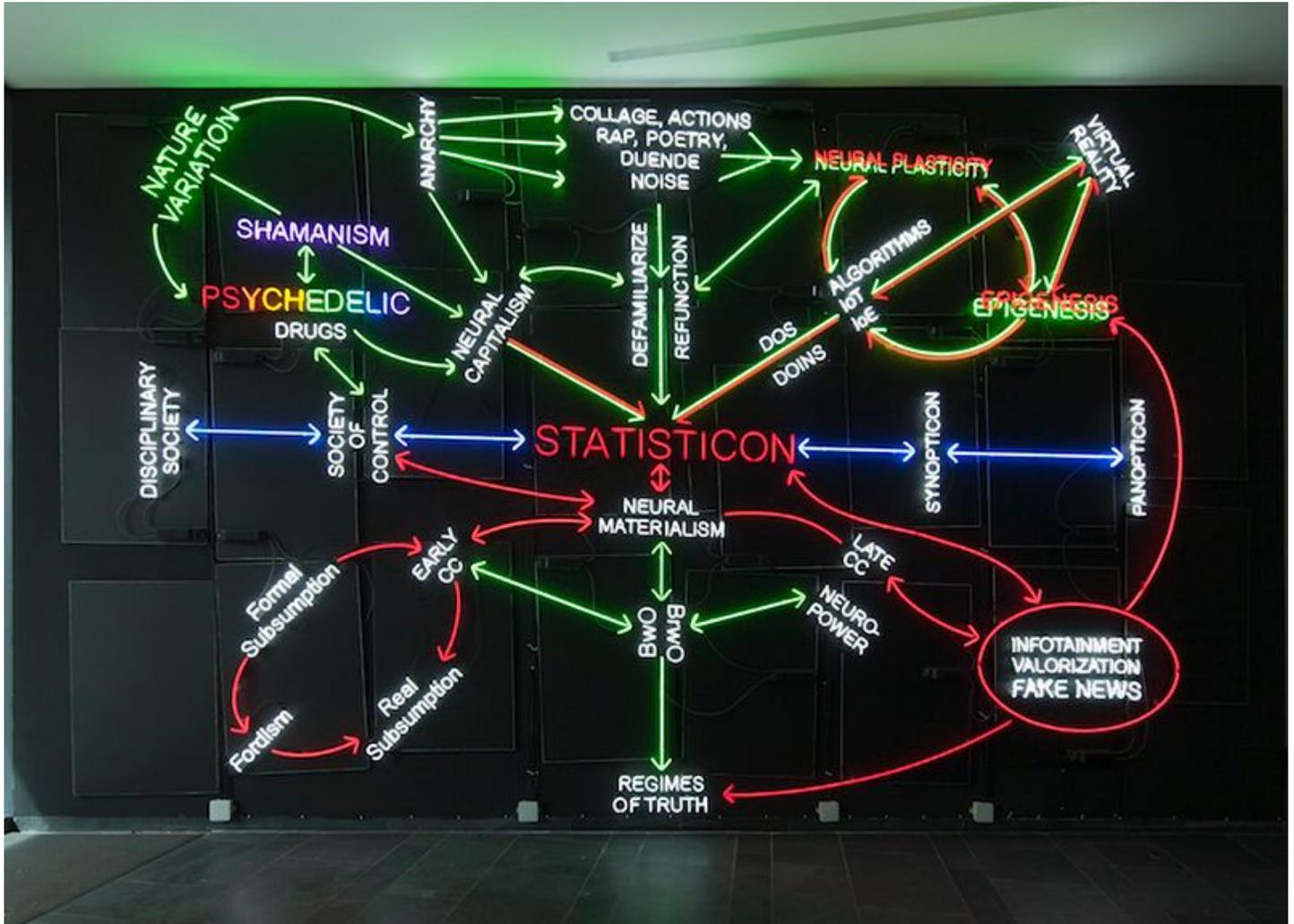
On September 19th [Archive Books](#), a platform for cultural research and debate located in Berlin, Germany, will launch *Glossary of Cognitive Activism* by [Warren Neidich](#). A companion to *The Psychopathologies of Cognitive Capitalism Part 1, 2 and 3*, the book is released in tandem with his solo exhibition at Zuecca Project Space, *From Rumor to Delusion*, on view at the 2019 Venice Biennial. Together they present Neidich's pioneering activist interventions and theories of neural capitalism where the deployment of power is no longer biocentric (as understood through the writings of Michel Foucault), but neural-centric.

Collectively, these books argue that cognitive capitalism, as a form of immaterial labor theorized initially in post-operaismo political thought (e.g., Michael Hardt and Antonio Negri), has evolved into what Neidich calls neural capitalism. In neural capitalism, info-technologic and knowledge-based economies rooted in accelerationism, attention economy, affective labor, cognitive capitalism, the Baldwin effect, Artificial Intelligence (AI), brain-computer interfaces, and the celebration of the Singularity (Kurzweil) target the neuroplasticity of the material brain. As such, every one of us works 24/7 as a cognitive laborer who creates surplus value for free in the form of data which is then accumulated, analyzed, and sold. As such, the internet shopper (or 'user') is not simply producing data, but is the nodal link in an active cycle that links personal profiles and constructs Google bubbles that actively participate in the production of the subject (or cognitariat) via the sculpting of one's neural plasticity – not only throughout life, but especially during critical or sensitive periods in early life and teenage years. Companies like Facebook and Neuralink are investing millions of dollars in a vision of the future that includes linking the internet of everything to the brain. This condition is not so far away as already we perform daily under a new kind of subjection where data and the net are a sovereign state of being Neidich calls “the statisticon,” where “the co-evolutionary process in which the iCloud and the connectome — that data set which represents the network of anatomical connections linking neural elements together — are becoming one.”

Integral to the glossary of terms for an activist cognitive capitalism is that subjects have the capacity to change their environment – and thus their brains. For Neidich, this is the power of art. Having studied photography, neuroscience, medicine, ophthalmology, and architecture, Warren Neidich (working between Los Angeles and Berlin) brings to any discussion platform an interdisciplinary position that he refers to as “trans-thinking.” His practice combines photography, painting, performance and video to generate an assemblage of apparatuses that unmask the unique composition of neoliberalism in our era of cognitive capitalism.

The *Glossary* is organized into three sections: cognitive capitalism, neural plasticity, and neural capitalism. It is both a handbook of 285 terms to be mobilized by artists and intellectuals interested in taking action against neural capitalism and an outline of the intellectual base with which to understand, and eventually destabilize, the complex ways and means that neuro-power operates as the technical apparatus of cognitive capitalism.

Additionally, Archive Books will present for the first time in the United States the multicolored neon wall installation / mind map by Warren Neidich, *The Statisticon Neon*, first shown at L40, Kunstverein Rosa-Luxemburg-Platz, Berlin, Germany.



Warren Neidich is founder and director of Saas-Fee Summer Institute of Art in NYC and Berlin. **Selected exhibitions** include Zuecca Project Space for Venice Biennial 2019, Whitney Museum of American Art, LACMA, The Walker Art Center and MoMA, PS1. Recently published books include *The Psychopathologies of Cognitive Capitalism Part 1, 2 and 3* (Archive Books), and *Glossary of Cognitive Activism* (Archive Books). He is a recipient of the Vilem Flusser Theory Award, transmediale, AHRB/ACE Arts and Science Research Fellowship, Bristol and The Fulbright Scholarship. He has taught at Cooper Union and the School of Visual Arts in New York City; Goldsmiths College, London, and the Weissensee Kunsthochschule, Berlin. warrenneidich.com