

DAS KAPITAL RAUM²

I. PONZI & CIE

HOW TO MAKE
MILLIONS
FROM SCRATCH?!

THE SYSTEM OF
CHARLES PONZI

PAYING BACK THE 1ST
INVESTOR WITH THE
MONEY OF THE 2ND

1919 NOVEMBER
SECURITIES EXCHANGE C^o.

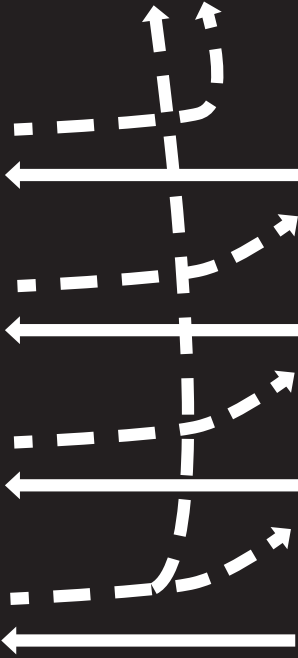
50%

IN 45 DAYS

WITH 1000 \$
YOU MAKE
1500 \$

IN 6 WEEKS

PONZI



1ST INVESTOR

2ND INVESTOR

3RD INVESTOR

4TH INVESTOR



RUINS OF COMMUNISM
NO ECONOMIC SKILLS
HIGH UNEMPLOYMENT RATE
CHAOTIC INFRASTRUCTURE
STATE BANK MONOPOLY
COLLAPSING ECONOMY

1989

DAS KAPITAL RAUM²

1 IST 2

2 IST 4

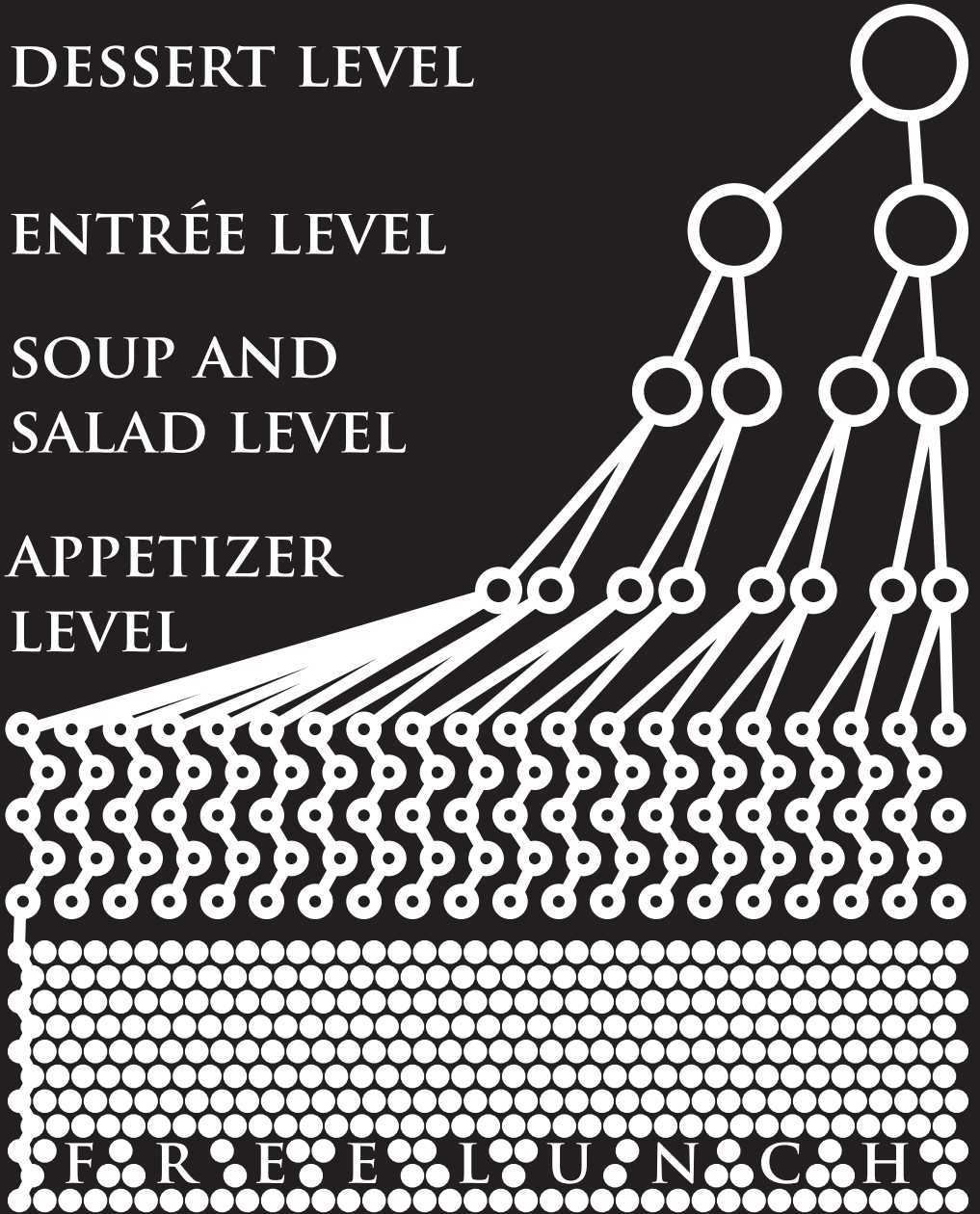
THE DINNER PARTY

DESSERT LEVEL

ENTRÉE LEVEL

SOUP AND
SALAD LEVEL

APPETIZER
LEVEL



①

YOU PAY \$
TO ENTER
1ST STAGE

②

YOU RECRUIT
TWO PEOPLE AND
ENTER THE NEXT LEVEL

③

YOUR CONTACTS
RECRUIT TWO PEOPLE
EACH, YOU ENTER
THE NEXT LEVEL

④

...

...

...

...

DESSERT



DESSERT

NO
DESSERT

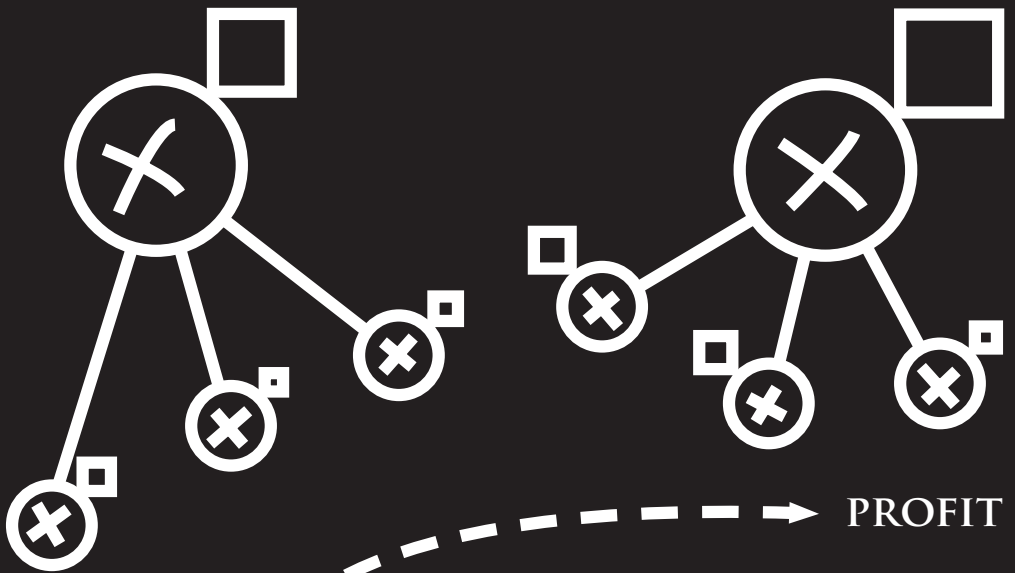
AMWAY 1 = 2
2 = 4

ICH LIEBE AMERIKA

LOW RISK
LOW START-UP COST
BUSINESS OPPORTUNITY



UND AMERIKA LIEBT MICH



PROFIT



POINT VALUE



PRODUCT

AM
WAY

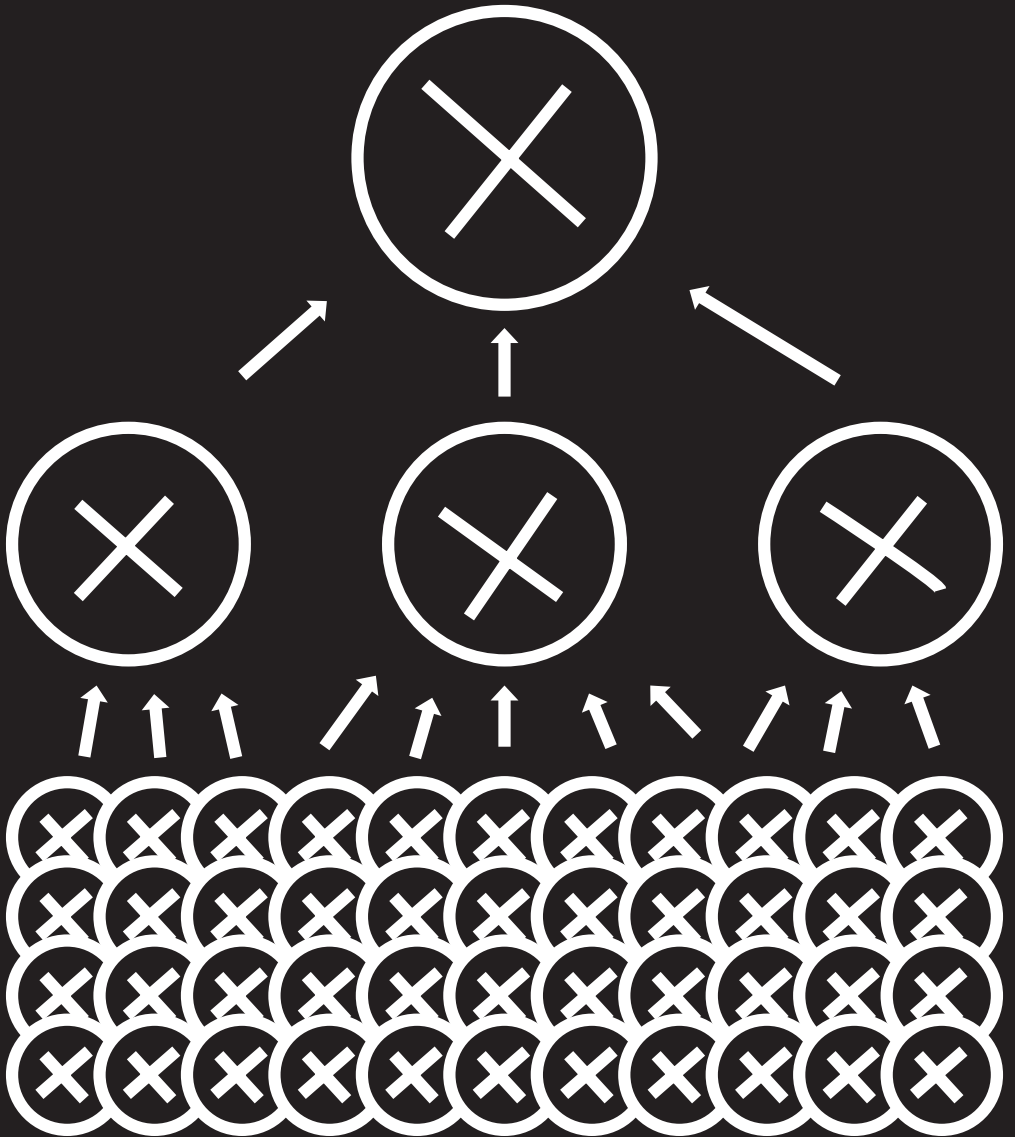
\$



INDEPENDENT BUSINESS OWNER

MLM

MULTI-LEVEL MARKETING





NOV '96 300%
IN 3 MONTHS
TOTAL Σ
\$ 1 200 000 000
SEP '96 30% PER MONTH
AUG '96 19% PER MONTH
2 000 000 DEPOSITORS
JULY '96 10% PER MONTH

ELECTIONS > THE MAIN PONZI
COMPANIES FINANCE THE
RULING PARTY'S CAMPAIGN

MAY '96 RATES AT 8%
JAN '96 RATES AT 6%
NOV '95 PONZI STARTS
WITH 3% PER MONTH

PONZI ALBANIA



JULY '96

MMM OWNS

\$ 1 500 000 000

- TIBET CO PROMISES
30 000%
- 3.5 MILLION PEOPLE
INVEST IN MMM
- MMM EARNS
\$ 11 000 000 / DAY
- FREE METRO TICKETS FOR
MOSCOW CITIZENS

FEB '94 TELEVISION CAMPAIGN
«FROM THE SHADOW
TO THE LIGHT»

1993 MMM RETURNS
1000% PER YEAR

1989 MAVRODI BROTHERS CREATE

MMM

PONZI IN RUSSIA

19?9

ERGONOMY

- CONTEXTUAL ADAPTABILITY
 - CONTRACTUAL FLEXIBILITY
 - MUTUAL DEPENDENCY
 - PLURAL COPARTNERSHIP
-

ETHICS

- DEMOCRATIC ATTITUDE
- PERSONAL RESPONSIBILITY
- CONFIDENT RELATIONSHIP
- LOYALTY & AUTONOMY

EFFICIENCY

- CHAIN REACTION
 - A VALUE-SHARING COMMUNITY
 - REAL TIME CONTROL
 - LEVEL JUMP
-

ETHICS

- WILL TO WIN
 - PASSION FOR RISK
 - UTTER DETERMINATION
 - TOGETHERNESS & COMPETITION
-

19?9



KASINO SPIELBANK



II. 1989 & THE CAPITALIST APOTHEOSIS

JEDER MENSCH IST KAPITALIST

PLANWIRTSCHAFT

FREIE DEMOKRATISCHE KAPITALISMUS



WIRTSCHAFTSPLAN

GOVERNMENT DOES
NOT GET INVOLVED

NEEDS OF SOCIETY
AUTOMATICALLY MET

OLIGARCHY WILL
MAKE EVEN MORE

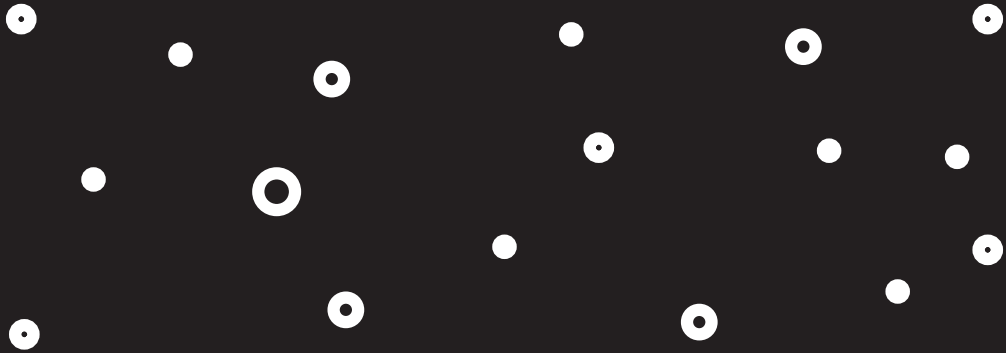
COMPETITION KEEPS
QUALITY HIGH

COMPETITION KEEPS PRICES LOW

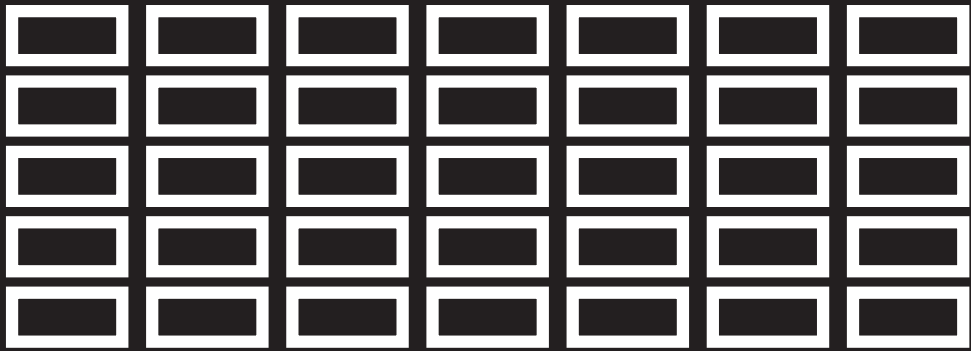


COMPETITION
& SELF-INTEREST
ACT AS AN
INVISIBLE HAND
THAT REGULATES
THE FREE
MARKET

CHURCH OF '89 LATTER-YEAR SAINTS



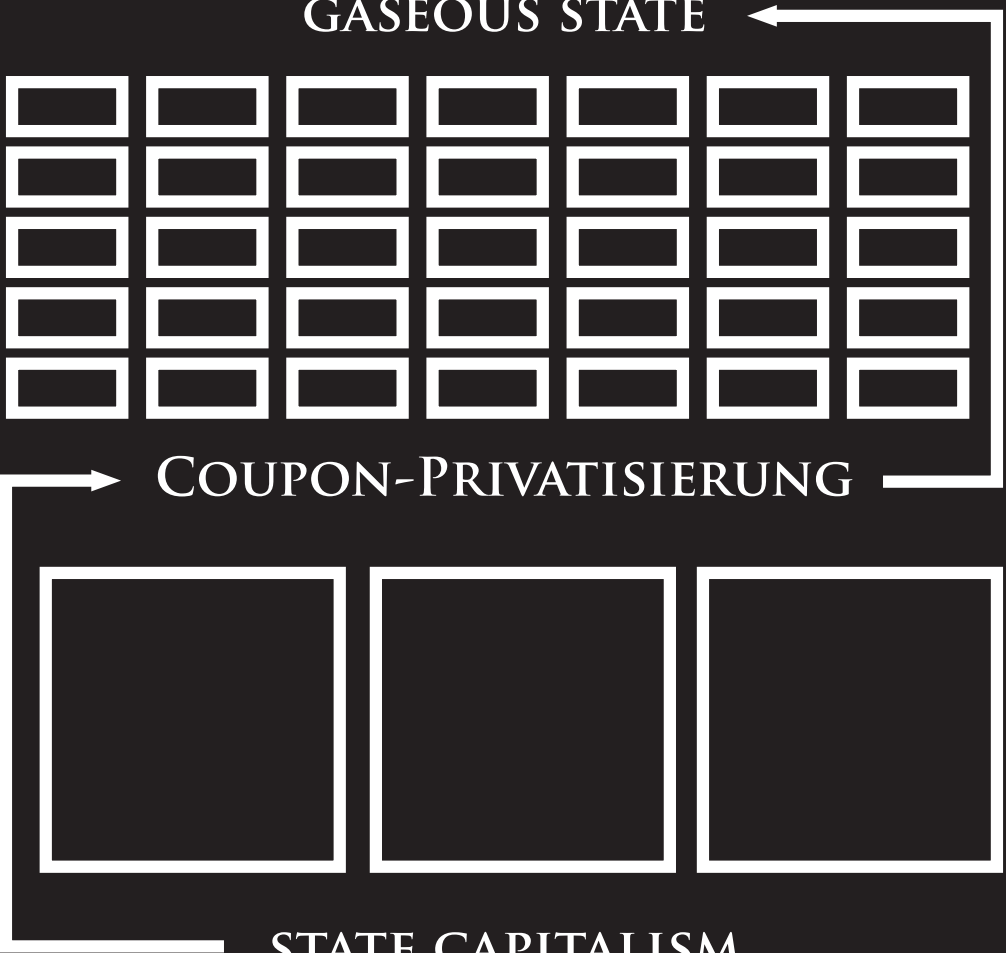
GASEOUS STATE

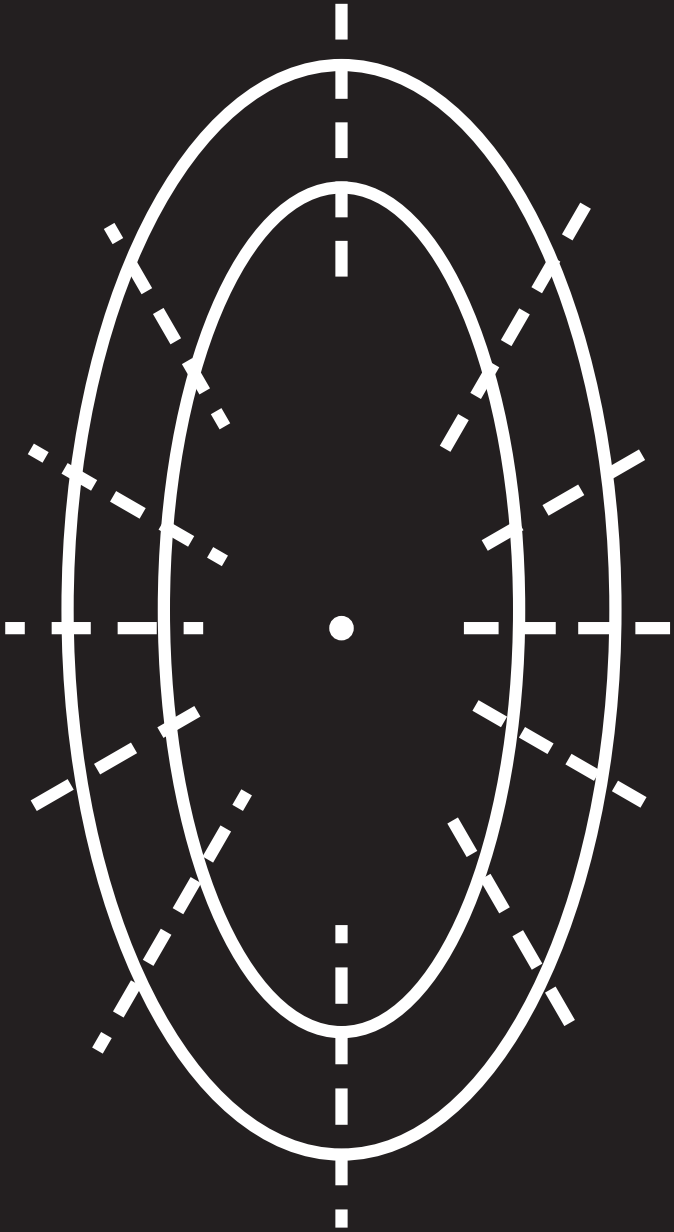


COUPON-PRIVATISIERUNG



STATE CAPITALISM





ZERO UHR

CUT
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APOCALYPSE

APOTHEOSIS



REGIME
VACUI

OR

ENLIGHTENMENT
BY SCISSORS

THE TRANS- FIGURATION OF LABOR



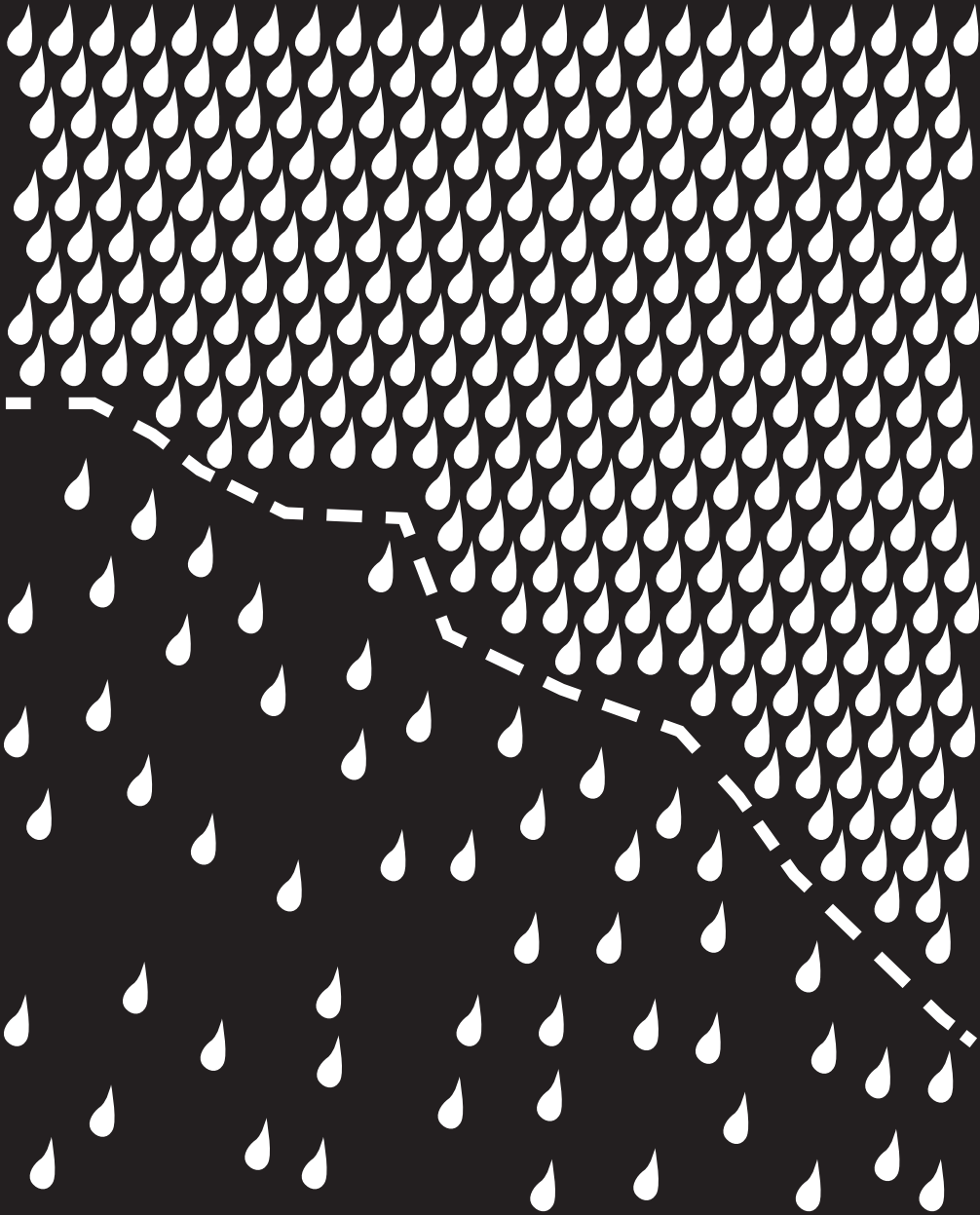


TRICKLE UP





MANIFEST
ABUNDANCE



$$(1957 + 2021) / 2 = 1989$$

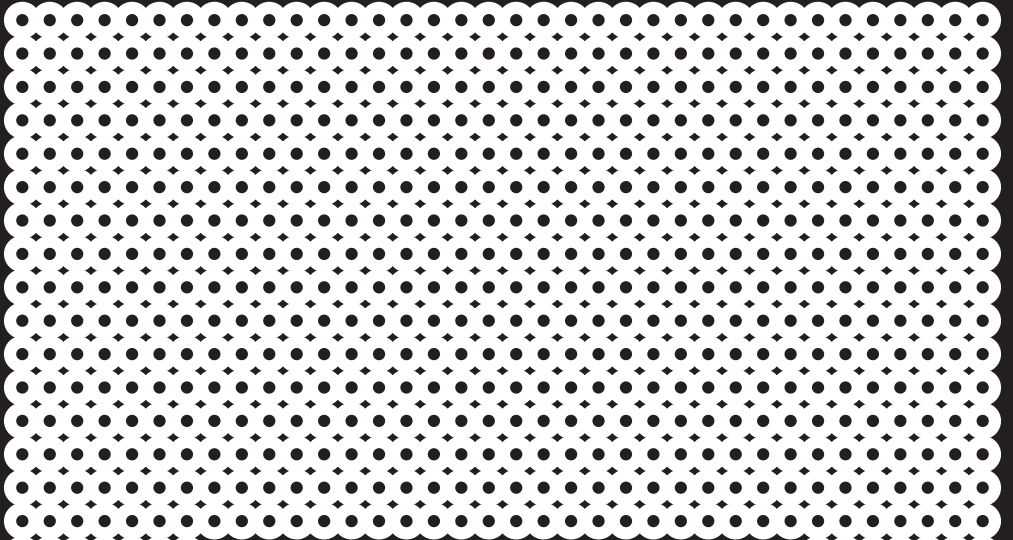
III. UNDER THE CLOUD



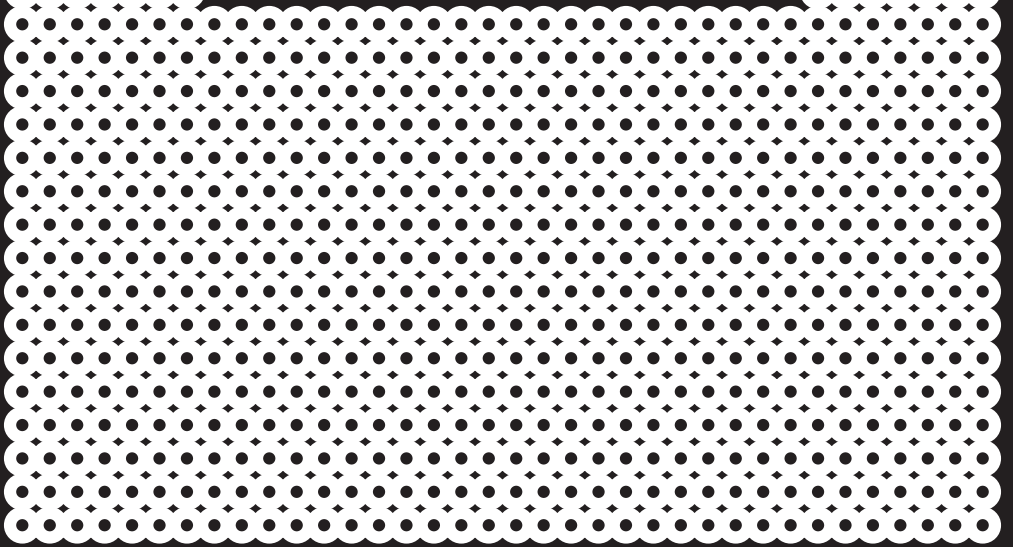
WOLKENKAPI
TALISMANUS



1 BILLIONAIRE

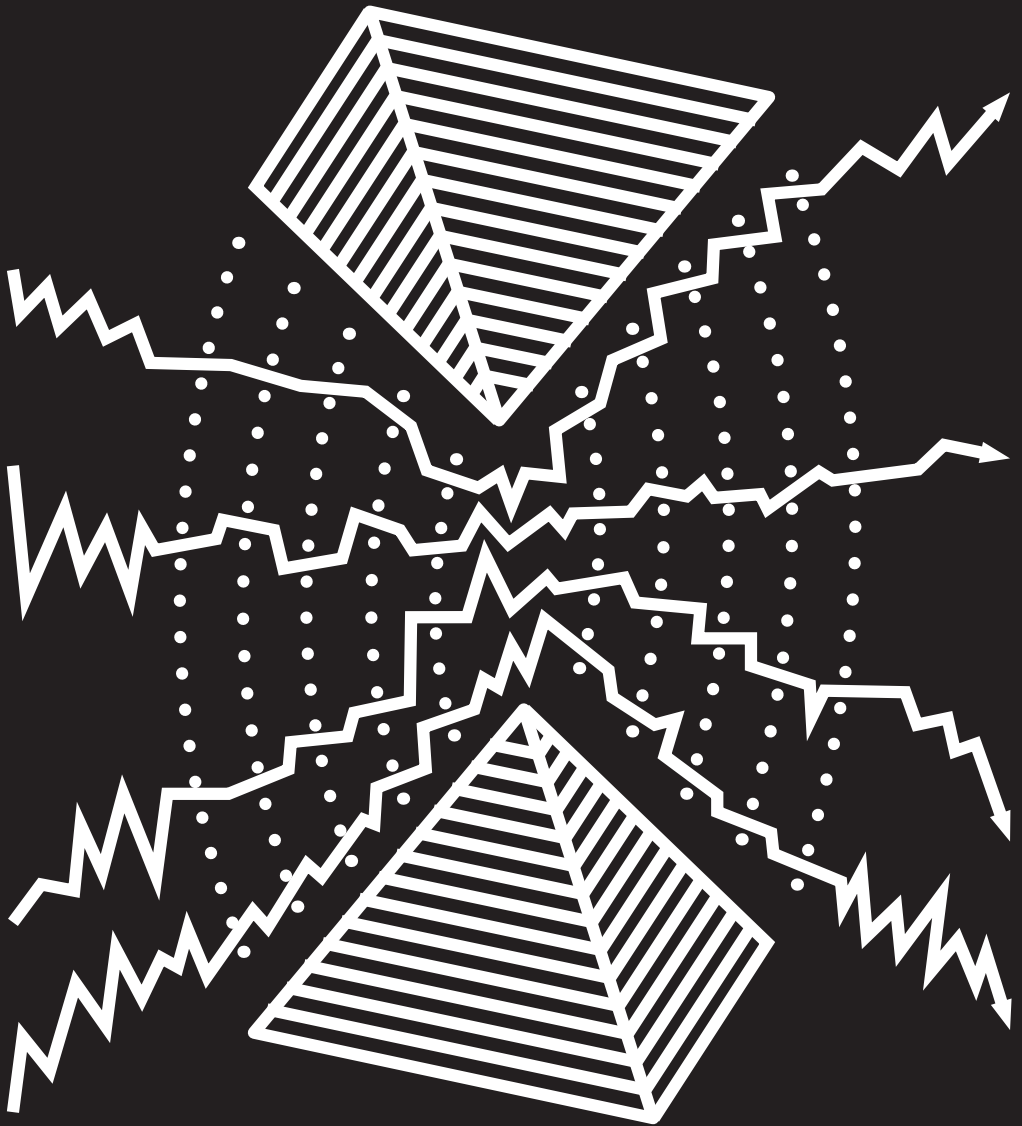


SOZIALES GEFÜGE



2.91 BILLION USERS

DEMAUTHOLIGARCHY



KAPITAL ZEIT²



FADING ZERO

UNIVERSAL

E G V M

B A S I C

T W I N I W

I N C O M E

THÉORIE DE RUISSELLEMENT

TRICKLE UP ;



KAPITAL RAUMZEIT

NO MONEY WAS MADE



BEFORE ANY MONEY WAS MADE

"ARBEIT IST MORD."

WORKWORKWORKWROKWROKWKORWKORWKROWKROWRKOWWRWO
WW
WVW

WWW

"РАБОТА, РАБОТА, РАБОТА."

"CAPITAL IS LIKE A LION;
YOU DON'T HAVE TO DEFEND
IT. LET IT LOOSE; IT WILL
DEFEND ITSELF."

KRYPTOKAPITAL





MARCH; MARCHE [SIGN MARKING A LIMIT, FRONTIER REGION]; MARCHER; TO MARCH [TO IMPRESS A FOOTPRINT, TO DEMARCATÉ LANDMARKS]; MARGE; MARGIN [EDGE, BORDER]; MARK [MONETARY UNIT OF GERMANIC COUNTRIES, HALF OF A GOLD POUND, METAL WEIGHT, CURRENCY]; MARKA [SIGN MARKING A FRONTIER]; MARQUER, TO MARK [LANDMARK, BOUND, SIGN INTENTIONALLY PUT]; MARQUE, MARQUIS [LORD GOVERNING A FRONTIER REGION]; TRADEMARK



MARKA

FROM
THE
99%
TO
THE

99.999%

0.01%

THE
TO
1%
THE
FROM

CYLINDRICAL MERCATOR PROJECTION

-180° \equiv 0° \equiv $+180^\circ$

NORTH \equiv WEST

EAST \equiv SOUTH

-90° \equiv 0° \equiv $+90^\circ$

WEST \equiv NORTH

SOUTH \equiv EAST

$+180^\circ$ \equiv 0° \equiv -180°

NORTH \equiv WEST

EAST \equiv SOUTH

$+90^\circ$ \equiv 0° \equiv -90°

WEST \equiv NORTH

SOUTH \equiv EAST

-180° \equiv 0° \equiv $+180^\circ$

0TH^{EOREM}

OXO

OXO

OXO

∞

THERE ARE

1ST | 0TH

WHICH SHALL BE

0TH | 1ST

FERENC GRÓF

DAS KAPITAL RAUM²

TYPOGRAPHICAL SCORE FOR BLACKBOARD DRAWINGS, INSTALLATION
TRANZIT.SK, BRATISLAVA
NOVEMBER 2021!

DURING THE OPENING OF HARALD SZEEMANN'S "THE TENDENCY TOWARD THE TOTAL ART WORK", JOSEPH BEUYS DECLARED THAT THE ALTERNATIVE TITLE "HOW TO PISS OFF THE CAPITAL" COULD ALSO HAVE BEEN USED FOR HIS INSTALLATION "DAS KAPITAL RAUM 1970-1977".* A LARGE PART OF THIS COMPLEX WORK IS COMPOSED OF A SERIES OF BLACKBOARD DRAWINGS THAT BEUYS CREATED DURING THE PREVIOUS DECADE. AS A "JEWEL IN THE CROWN OF AN ALREADY IMPORTANT COLLECTION OF WORKS BY BEUYS," IT WAS PRESENTED AS A PERMANENT LOAN FROM COLLECTOR ERICH MARX, A WEALTHY REAL ESTATE DEVELOPER, TO THE HAMBURGER BAHNHOF IN BERLIN IN 2015.** THE WORK HAS DEFINITELY PISSED OFF THE CAPITAL. IN MAY 2021 I RECEIVED A BCC E-MAIL FROM TAMÁS ST.AUBY*** IN WHICH HE RECALLED THE WORKS HE CREATED AROUND THE QUESTION OF BASIC INCOME. IN 1977, HE WAS INVITED TO PARTICIPATE IN THE "FREE INTERNATIONAL UNIVERSITY" EVENTS ORGANIZED BY BEUYS AS PART OF DOCUMENTA V IN KASSEL. WITH BEUYS IN THE FRONT ROW, ST.AUBY ENACTED A CHAPTER OF HIS MONUMENTAL RESEARCH PROJECT, THE "SUBSISTENCE LEVEL STANDARD PROJECT 1984 W". DURING HIS LECTURE HE DREW A COMPLEX DIAGRAM ON A BLACKBOARD WITH CHALK WHICH IS STILL VISIBLE ON THE WALLS OF THE HAMBURGER BAHNHOF, AMIDST THE OTHER CHALK DRAWINGS OF "DAS KAPITAL RAUM". UNCREDITED. BEUYS CONSIDERED ST.AUBY'S BLACKBOARD (AND PROBABLY THE ENTIRE FIU PRODUCTION) AS HIS OWN PROPERTY, HIS OWN CAPITAL. APPROPRIATION IS CERTAINLY A VALID ARTISTIC STRATEGY, BUT IF THE VECTOR OF APPROPRIATION IS NOT CLEAR, THE DEFINITION BECOMES MORE THAN BLURRY. FOLLOWING THE INVITATION TO PARTICIPATE IN THE COLLECTIVE EXHIBITION "WE HAVE NEVER BEEN CLOSER" AT TRANZIT.SK IN BRATISLAVA, I SUGGESTED A CONTINUATION OF THE "SPACE OF CAPITAL" DRAWINGS, STARTING FROM 1989, REMEMBERING THE BLACKBOARD OF TAMÁS "ST.RIKE!" ST.AUBY. THE TYPOGRAPHICAL SCORE, WHICH ITSELF APPROPRIATES A PORTION OF "PONZI'S", A PROJECT BY SOCIÉTÉ RÉALISTE, FROM 2006, WILL BE INTERPRETED AND DRAWN BY NIKA PORUBČANSKÁ IN BRATISLAVA WITH WHITE CHALK ON A SERIES OF BLACKBOARDS.

* FRANZ-JOACHIM VERSPOHL, "BEUYS, DAS KAPITAL RAUM 1970-1977. STRATÉGIE POUR RÉACTIVER LES SENS", ÉDITIONS ADAM BIRO, PARIS, 1989

** [HTTPS://WWW.SMB.MUSEUM](https://www.smb.museum)

*** AKA ST.TURBA. SZENTJÓBY, SUPERINTENDENT OF THE INTERNATIONAL PARALLEL UNION OF TELECOMMUNICATION (IPUT)