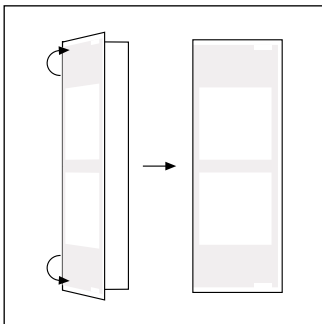


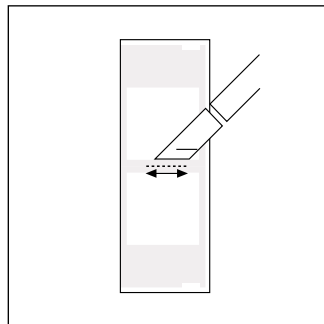
# diffusion

## Construction

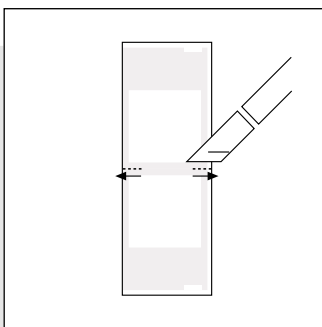
1:



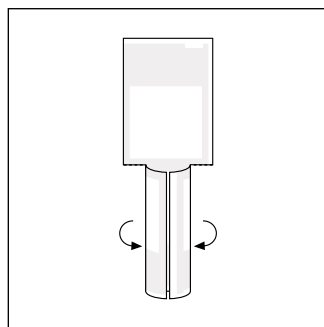
2:



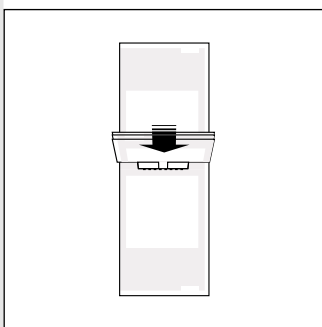
3:



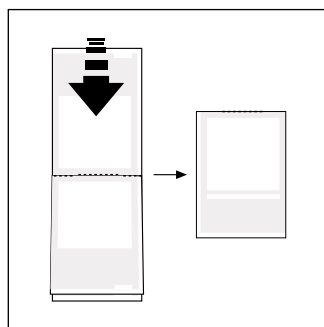
4:



5:



6:



- 1: First, fold each A4 sheet in half along the vertical axis.
- 2: Using a craft knife or scalpel, cut a horizontal slot along the centre dotted line of the first A4 sheet. (pages 1/2/9/10)
- 3: Then cut along the dotted lines on all the other sheets. Make sure to cut to the very edges of the paper.
- 4: Stack the folded sheets in ascending order with the even numbers at the top. Curl the bottom half of the second A4 page (pages 3/4/15/16).
- 5: Thread the curled page through the centre slot of the first A4 page. Repeat this process with the third (pages 5/6/13/14) and fourth A4 sheet (pages 7/8/11/12) with the even pages in ascending order.
- 6: When all the pages have been threaded through, check the pagination. Finally, fold the booklets in half along the horizontal axis.

modern is  
two jaques tatti films  
Playtime  
<http://www.delboy.com/ptus.htm>  
and mon oncle  
<http://www.delboy.com/mous.htm>  
they are both epics of the modern world

also modern -  
eames fabric designs  
1960's italian fabric designs  
the barbican bathroom  
In another mood I might think of some less optimistic  
and rather more worrying thoughts on 'modern' and surveillance  
AA

Modern, in Britain, developed a generation after the introduction of the Education Act of 1870 that increased adult literacy creating a mass market for newspapers. Modern ended when newspapers, perhaps unable to compete with live satellite broadcasting, stopped believing that it was their role to report news and started 'making' news.  
RT

Modern, a strange word, by its own definition it refers to all things new, current, sparking with modernity. However, it's a word I would never use to describe new or current... except fashion? (trendy may have eclipsed it)and there is no such catch all anymore for music. Hijacked by arts & architecture, when a catch all for a new art and architecture was all that was ness. It's almost as if it was retired from its original meaning in the late 60's???? however, I was an 80's Modette. It's interesting that The Modern Institute - used it, to be tongue in cheek/ironic referring to the postmodern debates of the 90's.  
I remember a funny tale about GOMA built in the 90's selecting 'Modern' because they didn't have room for Contemporary above the door.  
I'd like to see it out of retirement and free of its art shackles - poor old Modern forever stuck in its own self harming loop. Contemporary society is just too complex for Modern.  
PF

10

nothing  
is true  
everything  
is modernised



Once upon a time, the future was easy.  
All you needed was a monorail, a sky needle, and a revolving restaurant. But now that the Expos have all been dismantled, and all the visions of accelerated belonging have given way to "right now", what can these lost fragments tell us?

Cajoling, encouraging, sometimes peremptory but always slightly breathless, archives pitch your place in the coming world. Where you will live, how you will work, changes that will be wreaked upon your environment. You may have a lifestyle rather than a life. Places where the tone breaks down, where uncertainty pokes through, where the logic of improvement falters...these minor keys expose some of the contradictions of  
" a New Age in an old, old country..."

2

To me, modern is an old word for something new - a word that someone might have used to describe a new thing 10 or 15 years ago. Similarly, a sparky new boxy building that was built before and is now a bit grimy. We all expected it to be great when it was first built, but now we see that it hasn't actually aged that well.  
Know what I mean?

MG

modern life is rubbish

MS

Bizarrely I'd just overheard a conversation in Harburn Hobbies - the word I picked up on was 'minimalist' - they were talking about their track layouts! So I asked what they meant by modern. Modern means anything post blue-diesel - ie Super-sprinters, class 155's etc. Quite sophisticated banter. Hope you're well... Happy shunting.

CC

PS: I was in buying some acrylic paint - honest.

Modern is a meaning derived from the implosion of two definitions. To a child on the prairie, modern means a tractor instead of a mule. It means faucets that open and close instead of a pump and a bucket. It means vaccination instead of days miserably in bed. It means the shiny arc of reflected light on a chrome bumper instead of the smith's blacking on a hammered iron rail. Modern means precise, and manufactured, and now. This is the modern of promise defined against an arbitrary moment of change. A 'now' defined against a still present 'then'.

There is another definition of modern that betrays and corrupts these meanings. There is a modern that means 'put up with whatever it is you've got, because you're lucky to have anything at all'. This is the modern of call centres and factory closures and environmental instability, the modern of less attention from teachers, and more attention from overseers. This is the dystopian modern. This modern looks forward, and back, to a better now, to the now that isn't simply about coping. It is the modern of broken promise defined against an eternal moment of hope. These two moderns collapse into each other, into an idea of hope and uncertainty, an embrace of the unknown, a wilful distancing from that which one loves and knows.

dp

6

"of or pertaining to present or recent times," 1500, from M.Fr. moderne, from L.L. modernus "modern," from L. modo "just now, in a (certain) manner," from modo "to the measure," abl. of modus "manner, measure" (see mode (1)). In Shakespeare, often with a sense of "every-day, ordinary, commonplace." Slang abbreviation mod first attested 1960. Modern art is from 1849; modern dance first attested 1912; first record of modern jazz is from 1955. Modern conveniences first recorded 1926. Modernize is from 1748 (implied in modernized).



Traces of the modern are seen in the minds of those exposed to the sales pitch: modern living. Actual traces can only ever be partial residues, failed attempts, that which has gone. Ancient Rome was once Modern Rome.

'A continuing effort is made to link the psyop program with progress, to help the people help themselves. This makes them see the military and the government as positive images, benevolent symbols signifying steps towards a better life.'



' Women and men alike are increasingly interested in the look of things. They eagerly give their attention to what's new and beautiful... and advanced.'

SOME DISCONNECTED SENTENCES ON THE MODERN

Hmmm...  
Modern is something new. Maybe it's pre-post. Maybe it's something that is not self-aware. It is the thing without irony. An object without subjectivity. Maybe modern was something new, but now it is old.  
-----  
When I worked at MoMA Oxford, I remarked on the inappropriateness of the name. One of Andrew Nairne's first changes as new Director, was to rebrand under the name Modern Art, Oxford. Apart from the rather funny anachronym MAO, the new name went half way to describing the function of the gallery. But they kept the concept of 'Modern' Art, presumably because of the connotations of innovation, rather than an attempt to represent an era of art. However, the name MoMA does represent an era of art gallery led by MOMA New York to represent modern art in modern times.  
Modern to most people means anything new. However, within the world of arts and culture, it refers to the idealisation of the new during the period of modernism. In our post-modern times, modern art and design has become highly collectable, in keeping with nostalgia for the past. Individual definitions of 'modern' depend on its impact on consumer society. My Grandmother describes anything post war as modern. Whereas I make distinctions between what is 'modern' and what is contemporary.  
Modernism attempts to use industrialisation and technology as a singular answer to achieving a civilised world. With the complexity of world politics today - the grand narratives of modernism no longer hold.  
-----  
Hello,  
"modern" makes me think of mods, pie & very clean libraries and is also refreshingly naked without the post-  
I imagine you'll have looked it up here:  
<http://en.wikipedia.org/wiki/Modern>  
.. a surprisingly small article, perhaps you could spark some activity there.  
<http://www.merriam-webster.com>  
(I missed What in the world is more beautiful?.. is it over forever?)  
AW

ablab and dunlop present

the tomorrows project:

adventures in the archives of Scottish Screen  
www.tompro.co.uk

thanks to;

Morgan Petrie  
Janet McBain

Anne Wade

Annie Docherty

A DIFFUSION eBook

www.diffusion.org.uk

thanks to Alice Angus and Giles Lane at  
www.probosci.org.uk



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Hi If you want an 'academic' definition, and a brief history of the term's usage, take a look at Jurgen Habermas' "Modernity - An Incomplete Project" published in Hal Foster (editor), 1985 "Postmodern Culture" Pluto Press.  
SY

-----  
In my everyday usage I notice that modern has become a somewhat derogatory adjective, meaning overly earnest, naive and perhaps simple or hopeful, with a sense of the possibility of progress and a perhaps unfounded confidence or an ability to look at things with a simplistic sense of right and wrong, good and bad... I have constant nostalgia for a modernism I never new...  
ZI

-----  
"modern" - something old enough to belong to a time when people still believed we had potential as a species and that there was a future worth trying to shape into something. so quaint! fab colours at the time, the word itself seems tatty and faded, redolent of pointless idealism and failed social housing projects, chewed up by the fat worms of corruption, excreted into the toxic swamp of our post modern dystopic confusion...  
sorry not feeling too cheery today, good luck with the project though!  
T

-----  
Modernity is the fruit of the enlightenment. It believes in progress, glorifies reason, and is optimistic about the future. Francis Bacon, the founder of modern science, was perhaps the first modernist.

But with the death of reason these things come crashing down. It has now become rather old-fashioned to be 'modern'...  
SRD

-----  
My old duvet,'e retains nightsoil  
Bless  
PG

In the modern, the culture of the expert comes fully to the fore. Specialisation and separation of function lead to dis-integration which cannot be named or faced. Instead of attempting to grasp the workings of society as a whole, we can only ever have a partial view.

To be able to stand back with a degree of detachment is to lay oneself open to charges of "post-modernism" meaning insincerity.

Concorde and Cumbernauld, cobol and card reading computers...The Modern and The Future have become disengaged.

In Berlin, the future was something that was waved under the noses of the harrassed East Germans. Neon Light, Autobahn, Computer world: all the panoply of KRAFTWERK titles. The East struck back with the cosmonaut, but that was a very elite trip. By contrast, anyone could walk down the Ku'damm. The future became shopping, not speed.



along.  
plate it further. Feel free to post your thoughts here and I'll be sure to send them  
guess I'll publish it on my weblog in the hopes that I can read it later and contem-  
the top of my head because it feels like it is on the tip of my tongue.) Anyhow, I  
friend in Scotland. He's asking me what modern means. I can't think of answer off  
on their mobile.Excellent!, I was pleasantly suprised to receive and email from a  
now so I better check my IM contact list... nope it appears they are only available  
I left the office until now. Some of them I could answer if the sender is online right  
exchange account at work and I do and behold I received several email's from when  
After I connected to my ISP's LAN, I opened the web interface to my  
those lines of resolution justice, but I digress.  
over the world since my measly run of the mill cable subscription wouldn't do all  
That would mean I would have to then get a dish to beam digital cable from all  
my television reminds that I would like to get one of those hi definition tv's soon.  
provided me when I purchased a broadband internet subscription. And looking at  
be better if I connect a cat5 cable directly to hi speed cable modem that my ISP  
so long for the WLAN adapter to connect to my wireless router. I wonder if it would  
I'm sitting here in my living room with my new Dell Latitude wondering why it takes

-----  
CS  
everything we realised was actually wrong.  
modern is just another style, ideology and word to go on the great shillheap of  
But now, because tragic-comic cynicism can be the only result of finding out more,  
clarity, more humble, more logical, less sentimental.  
Modern-ist/ism/ity meant better, more equal, more honest, less bullshit, more  
cynicism was not the result of learning more about things.  
For me, the word harks back to a time when ideologies were not giggled at. When  
qualities.  
traditional. Or it can be an aggrandising word to prove something's or someone's  
slightly disparaging word for things which make the effort to be different or anti-  
in the context of those not interested in cultural theorising, modern tends to be a  
I think modern is a word for an ideological time.

-----  
SH  
as Paul Weiller once said.  
where I won't preview  
Say what you like 'cause I don't care I know where I am and going too It's some-  
..don't need no one to tell us what's right or wrong -  
Modern means;

-----  
T at Ecovillage  
Modern makes me think of Charlie Chaplin's Modern Times.

environmental modification.  
body intervention and behaviour control dominate  
Miniaturisation not megasatellite:  
sic city, modern is no longer colossal.  
With the industrial growth and now shrinkage of the clas-  
certainly with a sense of possibility.  
with rocketry was one way to combine nostalgia for social  
Imperial science fiction's combination of medievalism  
ping precincts." J G Ballard  
under-serviced municipal towers and wind-swept shop-  
heartedly erecting a shabby urban limbo of  
"Sadly, Britain faltered on the way to its own future, half-  
forming suburb of the soul." [...]   
happen again... the future is just going to be a vast, con-  
nothing exciting or new or interesting is ever going to  
ing. And that's my one fear; that everything has happened;  
"I would sum up my fear about the future in one word: bor-

the word modern makes me think of certain attitudes and aspirations - generalised rather than specific - not related to any time period but always to do with a future.

A-MC

What confuses me about "modern" is it seems to refer to a bygone age, starting anywhere from Judd, Malevich, Monet, Goya or even Titian depending on who you read, and definitely supplanted a few decades ago. It's like violet in the rainbow - the last visible colour - and when we got there we still managed to pass through it to ultraviolet, where we are now. No one knows if there are any colours left to explore.

CB

i think "modern" to be recent but not new.

AG

I'd love to respond but just don't know what modern is anymore. I used to be a critical postmodernist apparently and according to someone from Transmission remarked, but that is not very modern these days. It is something of an obsolete term really. Modern art? Contemporary art?

MD

the photographer's eye

AN

Modern is what had to happen before we got to Postmodern

HHVK

Rather like the concept of 'post-industrial' we can indulge in the idea of postmodernism because overt 'advance' through large scale works and transformation is elsewhere.

Furthermore, technology is now policed by the western worlds' suspicion: see for example the recent North Korean explosion anxiety. Hydro electric dam blasting or nuclear test?

In Denmark, the modern has delivered clear benefits associated with quality.

In Scotland - with the same population - modern = cheap.

Modern materials and construction provided apparent solutions to pressing problems rather than genuine innovation. The archives are teeming with titles like »The future of Glasgow« , »Glasgow 1980«, and »Glasgow's Housing«.

There is no film called »Edinburgh's Future«; it doesn't need one on the terms being discussed.

to be continued...

8

In the end, the archive is the rest home for official dreams. Now we might look at modernism/coldwar/fear of youth as contamination fantasy. How we will straighten things out for good in an uncomplicated society starting from scratch, where planners and functionaries work tirelessly for the common good.

Perhaps the spirit of optimism can be re-applied to new contexts where an impulse towards a better life is democratically instituted.

Francis Bacon and his contemporary William Gilbert (now you know WHICH Francis Bacon) considered themselves modern and easily distinguished between them and the "ancients." I consider Bacon and Gilbert modern, and I'd say that's precisely because of my ability to identify in their attitude to the world a "scientific" (or at least proto-scientific) cast of mind. So I think that's the answer to your question. "modern" is a state of mind. It's a state of mind characterized by faith in a scientific way of knowing over any other way of knowing.

So a person can live now, insist that the world is only a few thousand years old because the Bible tells them so, and fail the test of being modern (or even moderately reasonable, but I don't think, that is, I could be mistaken, but I don't think I'm equating "modern" with "reasonable." In a religious worldview it is entirely reasonable to prefer Genesis over Darwin, but in a modern worldview it's not). I'm not satisfied by this answer, but it's the best I can offer in the time I have to think about it right now.

hi there,

just reading John Gray's 'what it means to be modern' in relation to al Qaeda. I think it is interesting the analogy he makes about being modern, living in a modern world, with that of acting more reasonably; that as we become more modern, we become more reasonable, or not as may be the case. In many ways I think 'modern' in terms of it meaning here and now, is very 'unmodern' in a political sense.

'modern' means GET YERSEL A MOBILE - give me a call on where you are - need to book dates

MP

Have you read Georgina Borne's 'Rationalising Culture'? Wonderful, it extended discussion of modern vs postmodern. Then again ... Life is short.

JH

11