

## magic-alternative(s)

... an ascetic devotion to science seemed the only authentic alternative to professions tainted by status-striving and false luxury ...

life(s) / closure(s) / reflect(s) / fight(s) / fable(s) of abundance

## magic-arithmetic(s)

... concentric geometries of transparency slightly joggled sink through algebras of proud inwardlyness to collide spirally with iron arithmetics ... in correspondence for loop groups

life(s) / closure(s) / reflect(s) / fight(s) / love and math

## magic-body(s)

... **medicalization of discourse of the body** ... – ... obsessive desire for sanitary environment ... – ... managerial standards transformed the home from moral refuge to sterile laboratory ...

life(s) / closure(s) / reflect(s) / fight(s) / fable(s) of abundance

## magic-concept(s)

... **mathematical concepts** ... – ... exist in a world separate from physical and mental worlds ...

life(s) / closure(s) / reflect(s) / fight(s) / love and math

## magic-consumption(s)

... some discovered ... the liberating potential in acts of consumption ... and the creative energy in corporate sponsored advertising ... – ... manipulative model of advertising as social control ...

life(s) / closure(s) / reflect(s) / fight(s) / fable(s) of abundance

## magic-control(s)

... **rethoric of control** ... – ... pleasure was subordinated to a larger agenda of personal efficiency ... – ... clothed in the sterile idiom of clinical frankness ... – ... centrality of management imperatives ... – ... brand-name advertisements were dominated by the **ethics of personal efficiency** ...

life(s) / closure(s) / reflect(s) / fight(s) / fable(s) of abundance

## magic-day(s)

... **a real good (...) is like the dwan of a day** ... – ... the implied monotony of everyday life gave the snatched moment of leisure their special meaning ...

life(s) / closure(s) / reflect(s) / fight(s) / fable(s) of abundance

## magic-design(s)

... **against visible signs of personal disorder** ... – ... search for harmonious design was a search for spiritual health ... – ... idioms turned managerial, a search for personal efficiency ... – ... re-awaken the the dreamer in his place of human connectedness ...

life(s) / closure(s) / reflect(s) / fight(s) / fable(s) of abundance

## magic-discourse(s)

... despite strivings of sincerity, even the most earnest advertising people may have at least ambivalently enjoyed the playful and performative aspects of visual or verbal language, the delights of commercial discourse as well as the anxiety, the secret of self contempt ...

life(s) / closure(s) / reflect(s) / fight(s) / fable(s) of abundance

## magic-effort(s)

... **psychological perfectionism** ... – ... instead of an unrelenting emphasis on disciplined effort, mental hygienists urged an alternative rhythm of busyness and regenerative relaxation ...

life(s) / closure(s) / reflect(s) / fight(s) / fable(s) of abundance

## magic-engine(s)

... **personal efficiency** ... – ... tighter fit between the supposedly private realm of physical or emotional health and the public world of organized competition for success ... – ... **body as engine**

life(s) / closure(s) / reflect(s) / fight(s) / fable(s) of abundance

## magic-equation(s)

... the equation between civilization and the elimination of chance typified the managerial world view ... – ... joining advertising executives with social scientists and other professionals in a search for systematic control of their environment ...

life(s) / closure(s) / reflect(s) / fight(s) / fable(s) of abundance

## magic-ethic(s)

... **ideal of social transparency** ... – ... the plain-speaker's vision of a sincere society ... – **ethics of promise-keeping** – ... technocratic language / corporate domination ... – ... mode of expression was rooted in the assumption that human technical prowess could transform the course of life into a predictable pursuit of wellbeing ... – ... **hygienic utopia** ...

life(s) / closure(s) / reflect(s) / fight(s) / fable(s) of abundance

## magic-expert(s)

... **fate of magic** ... – conviviality was the key to success – part of the new class of service-oriented professionals who aimed to manage economic risks and rationalize the pursuit of profits ... – ... **manipulative confidence games** ...

life(s) / closure(s) / reflect(s) / fight(s) / fable(s) of abundance

## magic-fable(s)

... **fable(s) of abundance** ... – ... sponsored by major multinational corporations ... – ... have become the most dynamic and sensuous representations of cultural values in the world ...

life(s) / closure(s) / reflect(s) / fight(s) / fable(s) of abundance

## magic-face(s)

... the smiling face became an icon in the official art of corporate capitalism ...

life(s) / closure(s) / reflect(s) / fight(s) / fable(s) of abundance

## magic-fantasy(s)

... the division between public morality and private yearning may have promoted hypocrisy but also allowed room for fantasy ...

life(s) / closure(s) / reflect(s) / fight(s) / fable(s) of abundance

## magic-heart(s)

... **domestic ideologues** ... – ... sensed the psychological imbalance at the heart of the consumer market place ... – ... dynamic of deprivation and desire ...

life(s) / closure(s) / reflect(s) / fight(s) / fable(s) of abundance

### magic-home(s)

... an effective vehicle for popularizing romanticism was the **idiom of domesticity** ... – ... in the utopian literature of domesticity, home was a stable, secure realm where personal relations were characterized by basic trust ...

life(s) / closure(s) / reflect(s) / fight(s) / fable(s) of abundance

### magic-ideal(s)

... the construction of an **ideal of naturalness** followed a pattern one might call **imperial primitivism** ...

life(s) / closure(s) / reflect(s) / fight(s) / fable(s) of abundance

### magic-idiom(s)

... idioms of control ... – sincerity, rationality, mimesis – ... by creating an agreed-upon commonsense of reality, by certifying certain modes of perception, certain idioms of representation and discrediting others ... – ... transition to a well-developed commodity culture ...

life(s) / closure(s) / reflect(s) / fight(s) / fable(s) of abundance

### magic-imagination(s)

... commercial reality ... – ... recognizing the open-ended role of imagination in manipulating appearances, winning confidence and creating value(s) ... – ... mental attitudes ... – ... sparks of the selling engine(s) ...

life(s) / closure(s) / reflect(s) / fight(s) / fable(s) of abundance

### magic-influence(s)

... corporate influence / democratic social engineering ... – ... model for social control through the simulation of self-actualisation ...

life(s) / closure(s) / reflect(s) / fight(s) / fable(s) of abundance

### magic-information(s)

... key function of mathematics ... – ordering of information ... – ... with the advent of 3D printing, the reality we are used to is undergoing a radical transformation ... – ... everything is migrating from the sphere of physical objects to the sphere of information and data ...

life(s) / closure(s) / reflect(s) / fight(s) / love and math

### magic-key(s)

... advertising professionals believed they were playing a key role in lubricating the mechanisms of economic growth and moral progress ...

life(s) / closure(s) / reflect(s) / fight(s) / fable(s) of abundance

### magic-labor(s)

... only our reduction of work to labor has led to stigmatizing play as frivolous ... – ... play involves the construction of a parallel universe of meaning ... – ... with objects that become charged with symbolic significance ... – ... animistic sensibility ...

life(s) / closure(s) / reflect(s) / fight(s) / fable(s) of abundance

## magic-language(s)

[Goethe]: ... mathematicians are like frenchmen: ... whatever you say to them they translate in their own language and forthwith it is something entirely different ...

life(s) / closure(s) / reflect(s) / fight(s) / love and math

## magic-life(s)

... (1960's) ... fundamental questions about the quality of life in an over-organized social system ... – ... commitment to technical rationality and systematic productivity ... – ... disdain for genuine leisure and idle curiosity ...

life(s) / closure(s) / reflect(s) / fight(s) / fable(s) of abundance

## magic-lyric(s)

... lyric of plenty ... – ... utopian visions of abundance ... – ... the process of accumulation had to be kept moving forward ... – ... energized by the restless desire for purchase rather than the pleasure of possession ...

life(s) / closure(s) / reflect(s) / fight(s) / fable(s) of abundance

## magic-math(s)

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life(s) / closure(s) / reflect(s) / fight(s) / fable(s) of abundance

## magic-medicine(s)

... patent medicine ... – ... the earliest and most successful national advertisers ... – ... persistence of magical thinking among the (american) population ... – ... account of a conversion experience was required to conform to a precise narrative formula ...

life(s) / closure(s) / reflect(s) / fight(s) / fable(s) of abundance

## magic-metric(s)

... lot's of the rules from the old world got broken in an attempt to claim new territory ... – ... a set of metrics you can work with, to gauge how well you are doing in any given project ...

life(s) / closure(s) / reflect(s) / fight(s) / impact equation

## magic-modern(s)

... modernization of magic ... – ... between dreams of magical transformation and and morality or managerial strategies of control ... – ... commercial cultures between release and control, stability and sorcery ...

life(s) / closure(s) / reflect(s) / fight(s) / fable(s) of abundance

## magic-moral(s)

... formula of love ... – ... moral aspect of mathematical knowledge ... – ... it is the objectivity of mathematical knowledge that is the source of its limitless possibilities ... – ... thetwobodyproblem.com / ritesofloveandmath.com ...

life(s) / closure(s) / reflect(s) / fight(s) / love and math

### magic-novelty(s)

... magnetic power of novelty ... – ... rooted in consumer's anxiety and boredom ... – ... mental images as sales factors ... – ... clever orchestration of surface effects, in a fashion that undermines all pretensions to sincerity and objective truth ...

life(s) / closure(s) / reflect(s) / fight(s) / fable(s) of abundance

### magic-pain(s)

... the drive for efficiency also involved a growing intolerance for pain ... – ... pain is sand in the gears of the human machine ...

life(s) / closure(s) / reflect(s) / fight(s) / fable(s) of abundance

### magic-paradise(s)

... vulgar version of paradise ... – ... gastronomic utopia ... – ... european voyages of discovery gave ancient visions of utopia a local habitation and a name ...

life(s) / closure(s) / reflect(s) / fight(s) / fable(s) of abundance

### magic-paradox(s)

... paradox ... – ... on the one hand, mathematics is woven into the very fabric of our life ... – ... a blind spot in our culture ... alien territory, in which only the elite, the initiated few have managed to entrench themselves ...

life(s) / closure(s) / reflect(s) / fight(s) / love and math

### magic-progress(s)

... distribution system(s) ... – ... legitimate policies of planned obsolescence by promoting technical and stylistic progress ... – ... labor discipline by dangling the carrot of consumer goods in front of the worker's nose ...

life(s) / closure(s) / reflect(s) / fight(s) / fable(s) of abundance

### magic-science(s)

... confidence games ... – ... patina of sincerity, science and progress ... – ... magical self-transformation through upward mobility or inward regeneration ... – ... rhetorical appropriation of technology ...

life(s) / closure(s) / reflect(s) / fight(s) / fable(s) of abundance

### magic-self(s)

... without proper boundaries shopping could undermine self-control ... – magnetic field of market relations – ... pursuit of personal transformation would lead to madness and death ...

life(s) / closure(s) / reflect(s) / fight(s) / fable(s) of abundance

### magic-sense(s)

Charles Darwin: ... mathematics is an ... extra sense ... – mathematics enables us to perceive geometry in all of its incarnations, shapes and forms ...

life(s) / closure(s) / reflect(s) / fight(s) / love and math

## magic-shadow(s)

Marcel Duchamp: ... shadow cast by a 4-dimensional figure is a 3-dimensional shadow ... – ... mathematics informed art ... – ... it allowed artists to see hidden dimensions and inspired them to expose, in a tantalizing aesthetic form, some profound truths about the world ...

life(s) / closure(s) / reflect(s) / fight(s) / love and math

## magic-shape(s)

... a post-millennial faith in progress combined with a perfectionist quest for transfigured selfhood to shape new images of health and beauty ... – ... advertising icons of personal well-being began to embody the anxieties and aspirations of the professional managerial class ...

life(s) / closure(s) / reflect(s) / fight(s) / fable(s) of abundance

## magic-speech(s)

... plain-speech tradition ... – ... utopian view of a society where language was unproblematic ... – ... where people said what they meant and meant what they said ... – ... success in the marketplace, for those with something to sell, involved more and more the theatrical manipulation of appearance(s) ...

life(s) / closure(s) / reflect(s) / fight(s) / fable(s) of abundance

## magic-status(s)

... the main symbolic meaning embodied in goods – apart from functional use – was a drive for social status ... – ... luxury artefacts ... – ... signified imaginative participation in a world of exotic, sensuous experience ... – ... titillating theatricality, perhaps even a faint and fitful dream of personal transformation ...

life(s) / closure(s) / reflect(s) / fight(s) / fable(s) of abundance

## magic-system(s)

... factory produced goods for mass-market ... – ... fables the gashioned merged personal and social health, individual and nation, creating narratives of adjustment to a single efficient system ...

life(s) / closure(s) / reflect(s) / fight(s) / fable(s) of abundance

## magic-theory(s)

... mathematical theory ... – ... universality / objectivity / endurance / relevance to the physical world ... – ... the most distinct and beautiful statement of any truth must take at least the mathematical form ...

life(s) / closure(s) / reflect(s) / fight(s) / love and math

## magic-truth(s)

... math is a way to describe reality and figure out how the world works, a universal language that has become the gold standard of truth ... – ... source of power, wealth and progress ...

life(s) / closure(s) / reflect(s) / fight(s) / love and math

## magic-utopia(s)

... sphere of consumption ... – ... could shelter utopian longings ... – ... the spread of indifference toward a material world where things were reduced to disposable commodities ...

life(s) / closure(s) / reflect(s) / fight(s) / fable(s) of abundance

## magic-venture(s)

Walt Disney: ... if we can dream it, we can do it ... – ... aesthetic imagination could be merged with progressive technophilia in a joint rethorical venture ...

life(s) / closure(s) / reflect(s) / fight(s) / fable(s) of abundance

## magic-view(s)

... [vague unease]: ... how to disentangle an aesthetic view of life from commodity fetishism ...  
– ... to distinguish the love of things from an atomistic, manipulative world view emphasizing self-aggrandizement through clever representation(s) ...

life(s) / closure(s) / reflect(s) / fight(s) / fable(s) of abundance

## magic-world(s)

... in our ideal world no idea is rejected, ignored or forgotten because the audience is too small  
– articulation = about being understood instantly / trust ... is still not entirely figured out ...

life(s) / closure(s) / reflect(s) / fight(s) / impact equation