

1. Scarcity and limitless desires

- Scarcity can be felt all around us; we experience a lack of material goods, of natural resources, or feel we never have enough time
- Definition of scarcity: needs >> resources. Scarcity is a relative relationship.
- Material scarcity is rare in the developed world. However, we desire that which the neighbour has: our desire is *mimetic*. Our consumption is mostly *symbolic consumption*.
- Our competition for recognition, for limited spots at the top, is also a source of scarcity (in the art world?).
- If you think in terms of scarcity, you believe there will never be enough to be truly satisfied, and that you will always have to fight against nature and against others.

2. Abundance

- Abundance in natural and human processes:
 1. Cosmological: an enormous surplus of solar energy (10.000 x our total usage)
 2. Biological: teeming natural processes of reproduction and growth
 3. Human energy: a personal surplus of energy in your life
 4. Human spiritual; life is experienced as a gift without return, a radical gift
- Definition of abundance: resources >> needs. Abundance is a relative relationship.
- If you think in terms of abundance you believe there will always be far more than enough for what you need now, and for what you could ever need.
- Abundance is a reframing from a situation of limitless desires to a situation of infinite possibilities in the limited time of our life.

3. Abundance as glorious or catastrophic expenditure

- Georges Bataille: the enormous surplus, the “accursed share” (*la part maudite*) must be spent; we can only choose *how* to spend it.
- Glorious expenditure is found in art, sex and sport; catastrophic expenditure is found in war.
- The economic production-consumption system is our contemporary way to spend the surplus. Economic production cannot eradicate the surplus, but is a choice of expenditure. As long as we consume, we do not fight.
- Each society must chose its type of expenditure.

4. Heretical economics

- Definition of economics: “the science of the distribution of goods under conditions of scarcity”. “There is no such thing as a free lunch”.
- The economy of the Gift; consciousness experiences human life as a radical gift
- The difference between a fixed and an expanding economic pie
- If I give you a material good, we need to share it; if I give you an immaterial or virtual good, we can both have it. Ideas, information, texts, data, music, software, formulae for medicines are all examples of virtual goods.
- Is *wealth* material or immaterial? Is money material or immaterial?
- The more you give, the more you get: compliments, fun, joy, laughter, happiness, love.
- Abundance as the cultivation of runaway virtuous circles.

5. Living abundantly

- Peter Sloterdijk: we humans are luxury beings, with endless choices in our consumption and lifestyles. Experiencing the multiplicity and diversity of lifestyle choices as a luxury rather than a threat.
- A shift from elite to mass culture, the Ikea-zation of society. The developed world as a Crystal Palace.
- Future biotechnological choices about the genetic structure of the human project. Possibilities for human florescence. Michel Serres, *Hominiscence*.
- The first question is what we want with our lives; then we can find everything we need to achieve this. Turning Abraham Maslow’s pyramid on its head; finding our *bliss* (Joseph Campbell).
- The finiteness of every moment makes life abundant; we cannot calculate *lived* time.
- Happiness is a by-product of what you *cannot not do*.

6. Abundant art

- The Age of Virtual Reproduction – flooding the world with art
- Viral strategies: “I caught the happy virus; it is wildly contagious; so kiss me” (Hafiz)
- The celebration of glorious expenditure
- The artist as the one who has solved the riddle of existence, found an answer to the “why?” of life.