**The Methodology of the Everyday.**
Andrea Coyotzi Borja

The availability of knowledge succumbs at the footsteps of experience. Trying to find out from where knowledge comes in an artwork is a fistful task. I remember sometimes people asking about the way I work: do you make the piece first and then develop the concept / text, or do you first have the concept / text and then do the artwork? And that makes me ask myself if those two elements are really separated. Is there also a linearity in the concepts?

As an example, and question towards methodology, I wan to present the: '**A one day project**'[1]. I started working in this project on May 2011 with a friend. I was at the time living in Berlin, involved in an artistic residency called Culturia. My friend was living in México. One day between talks she wrote:

> 'I'm thinking in a 'one day project' it's about doing each day something "interesting" and photograph it, or take some video of max. 30 sec. What is interesting? Maybe something out of the common? What makes things being interesting?' (…) 'So, what do you think? Worth it?' (Mayra Morales)

After that she sent me a picture of her possible first (or actual first) one day project called 'picture over picture over face':

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[1] http://aonedayproject.wordpress.com/
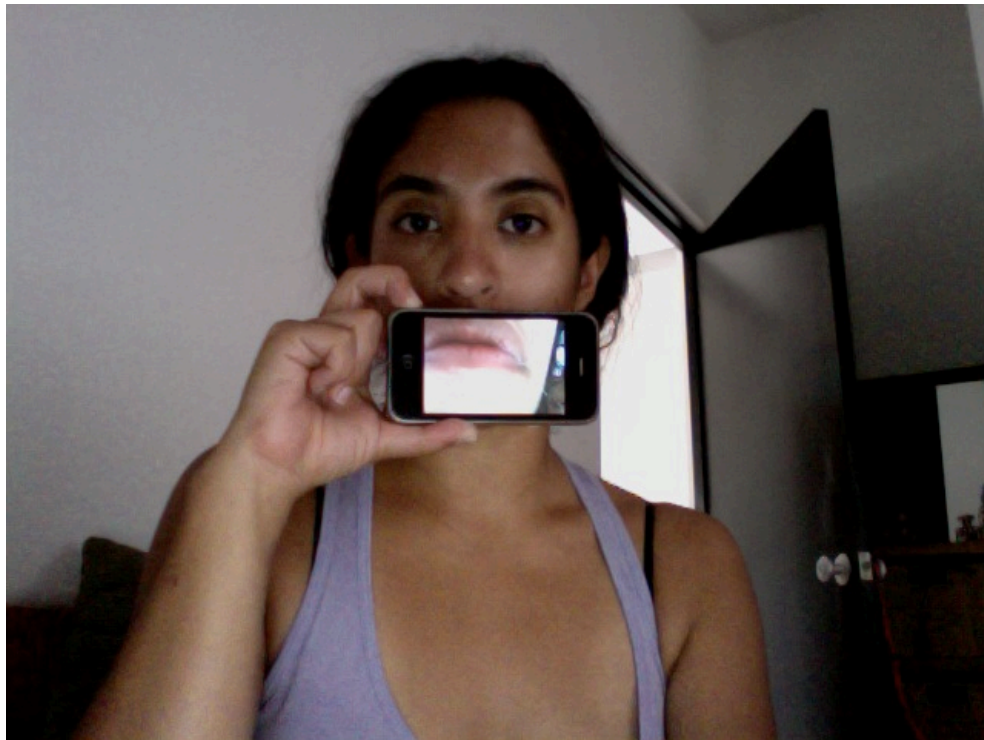
To which e-mail I replied:

'SO WORTH IT.
Let's do it. One day project.
Ok, I started :)
ONE DAY PROJECT:
1. Building a Fort in my room.
I also made a wordpress address: aonedayproject.wordpress.com'
(Andrea Coyotzi Borja)

And uploaded a picture and a video of my first one day project 'Building a fort in my room':

After that the game (in terms of playing not gaming) was clear, the rules were set, and the questions began to rise as one walks the everyday.
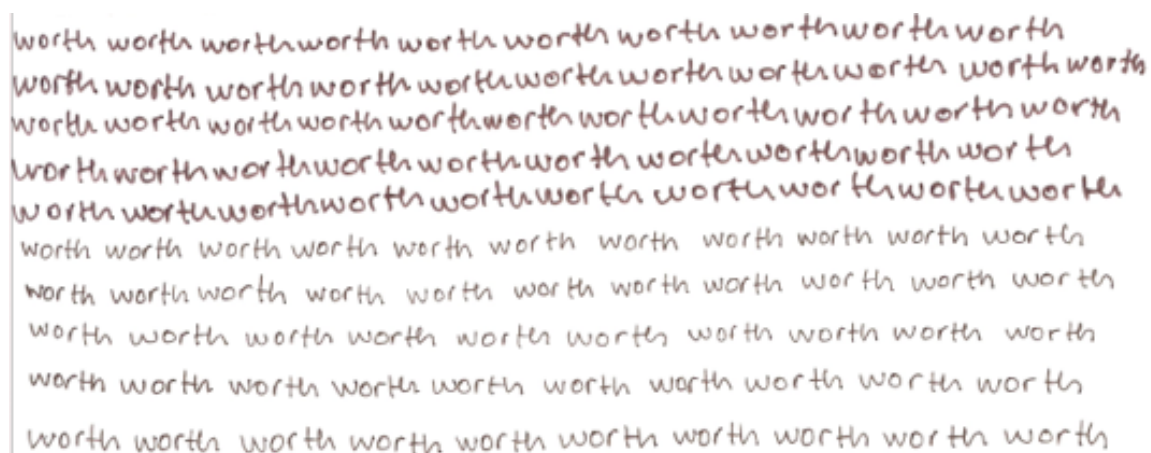
About Playing and Gaming:

> *'Play, of course, is at the heart of experimentation. Elsewhere, I've pointed out the crucial difference in the English language between playing and gaming. Gaming involves winning or losing a desired goal. Playing is open-ended and, potentially, everybody "wins". Playing has no stated purpose other than more playing. It is usually not serious in content or attitude, whereas gaming, which can also involve playing if it is subordinated to winning, is at heart competitive.'[2]*

I guess I started to build importance in the concept of the everyday when I read Allan's Kaprow book: '*Essays on the Blurry of Art and Life*'. Mainly on the concept and chapter of '*Just Doing*' where one can find the description of actions (or activities) like this one:

> *'For four years I've been trying to pick up my shadow on a sunny day, to put it in my pocket for a rainy day. I remember to do this now and then. It's been difficult. And to tell the truth, I've never succeeded. The shadow changes as I bend over, and I can't quite compress it to fit into my jeans. (All Mine, 1987)[3]*

The idea of giving importance to things that are obliviate every day. But, why giving importance to things that don't have them by themselves? Somehow a few years ago I was also with the word WORTH in my head a lot. I used to write it on pieces of paper over and over until I ran out of space:

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[2] Allan Kaprow. *Essays on the Blurry of Art and Life*. California Editions 2003.

[3] Ibidem.

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The thing is that there is no use on doing this kind of activities / actions. I don't know why I continuously wrote worth over and over. I don't know yet what worth means or what is worth. And even as I was writing it over and over, I wasn't thinking about the word worth all the time. Sometimes I was just looking at the ink on the paper. Other times I was just watching my calligraphy. Thoughts didn't had to be specific or even worth it of my time, they just where there free of meaning while I was writing the word worth.

It has been almost 3 years since I started the *A One Day Project.* The activities, actions, videos, writings, images, nonsense and things I have posted there reflect many things of my personal life in the sense that I don't always have the same conditions for doing the project. By conditions I mean from the place where I am currently working to the personal state in which I am and more importantly how I stars before art in that moment.

Many people, especially friends, ask me mainly two questions:

1. When is it going to be over? when am I going to stop doing the projects?
2. When do I know something is a project for the '*A One Day Project*'

For the first question, I probably always reply the same way: I don't know. And then I stay quiet, because it is something I already ask myself. How to decide when will it be over? Should I have some very important reason to stop or should it be as sporadic as it started? Should I base the ending in some bizarre reason or should I be very logic about it? And what am I going to do with all the material in there? Should I delete the webpage once I decide is over, and not leave any trace about it?

And here is an important part: I do not have any material posted there. Ok, yes, I have the videos all of them because they are first uploaded in YouTube, so I could get them from there. But, besides the videos, all of the images, text, annotations, quotations, etc. I have nothing on my computer. When I started the project I kept a tight register of each project in my computer, and then I decided to format my computer because I and some problems with it, and me, being as smart and careful as I am, forgot to make a copy of one important folder of my computer where I had most of my projects, including this one, and I lost everything on that. After that I don't keep a record of the project and just post them and delete them from my computer.

For the second question, I probably reply the same one as the first question: I don't know. It is very easy to say I don't know but I have always considering that saying "I don't know" it's not an ignorance but the difficult act of overcoming the concept. That concept being the act of saying "I don't know". Or maybe even the concept of knowledge. To be honest when I wrote that line (and even now when I read it) it made sense, but I cannot so easily explain it.

But going back to the matter of saying what is and what is not a project. This is also because sometimes when I am with my friends and do something they ask "Is that the project for today?" or "Is that a project" and sometimes I reply yes, and other times no. And it seems to be very arbitrary, as if there were no rules. And in fact there are rules but they are so open that it is difficult to withdraw the line. I know that I need to do a project today, and it's funny because it has happen that I do the project but something else happens and sorry but I already did it so the other experience stays as experience and not as a project. But of course sometimes I get the chance of deciding which experience I want as a project. But once I have decided, that is the project and that is that.

I could go on a on trying to dissect many of the aspects of this project, which I think is necessary and continue to do. It is also difficult to do so with things that are in process, like this project, but still necessary to do so.

Last but not least, as an explanation of what this project is, once again I took a quote from Allan Kaprow and changed the word happening for 'A One Day Project' to make sense of an explanation of what this project is (which by the way, doing so was a project):

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Changing the word HAPPENING for A ONE DAY PROJECT on an Allan's Kaprow Article

'To the extent that a happening **a one day project** is no a commodity but a brief event, from the standpoint of any publicity it may receive, if may become a state of mind.
Who will have been there at the event? It may become like the sea monsters of the past or the flying saucers of yesterday. I shouldn't really mind, for as the new myth grows on its own, **without reference to anything in particular**, the artist may achieve a beautiful privacy, famed for **something purely imaginary while free to explore something nobody will notice**'.

(http://aonedayproject.wordpress.com/2012/09/16/changing-the-word-happening-for-a-one-day-project-on-an-allans-kaprow-article/)

The methodology of the 'A one day project' it's the methodology of the every day: unfolding and displaying it self as you focus your attention on something. Some days the window may be in there just as an open space, and other days it seems to be holding the ceiling.