

- The following presentation takes the form of a dialogue between two protagonists. The first: A composite character constructed from interviews, recollection of informal conversations, thinkers, writers as well as theories I have engaged with.
- The second: Language and text I have collected whilst navigating LCC's physical and digital space.
- We find ourselves on the edge of a roundabout anchored at the centre of a vast building site in which the promise of the future is materialising, but the remnants of the past are still discernible. A 20-minute walk south of the river, the building we are facing is part of that past. From the outside, only a sign tells us what we are about to enter: London College of communication, part of University of the Arts London. Made of an assemblage of buildings, it is impossible to discern its boundaries. One college amongst many, it aptly mirrors the patchworked nature of the University itself. Across the road, the building faces its demise: A half-erected core is growing by the day.
- A cutting-edge new building that will help us experiment further with new ways of working. You heard well. Not learning, working.
- Hot-desk working.
- Flexible design.
- We haven't been consulted
- As the world around us continues to change, so too do we.
- You had an uneasy feeling that it might just be
- adding to the gentrification of the area.
- New challenges mean new solutions, new possibilities, and new opportunities. Wrapped in an open-plan package complete with exhibition space, retail opportunities, common areas, neighbourhoods and the opportunity to go from one place to the next.
- Not good news. A promise of a space that can do and see everything, blurring the lines between work and leisure, entertainment and studying. You went to one of the staff meetings, to you it felt like they were describing
- just another building
- With stunning views
- The sound of the pile driver jolts us from our daydream. Soundtrack to our existence here, reminding us
- we are in the belly of the machine which is itself pouring out. For now, we exist within a building-site then. A loud, chaotic, vast and metamorphosing infrastructure which has grown out of its original purpose.

- Basic question: how can 167 people make in one room? Like 167? Imagine 167 people making cardboard prototypes? Now imagine 167 people throwing their leftover cardboard in a bin. Even the bins cannot accommodate us.
- Floods, power outages and lift issues:
- We continue to invest heavily in our current building. Bulging at the seams, and run down, the building bears witness to a past that no longer exists. As privileged individuals who have been given access to it, we also embody the intangible manifestation of this infrastructure.
- We are the institution.
- The admin,
- assessment matrix,
- credit system,
- PRA forms and
- box ticking.
- There's people making decision up there. Who are these people? What is happening up there? Bound to its ideological and physical interior we are often overwhelmed by its scale.
- It's a huge thing. Ambiguous. Fluid. Nonsensical. It doesn't often feel like there's any way to catch it.
- It's quite radical in its thinking, you observe,
- but you know, obviously very bureaucratic.
- You're thinking: I may not stick around
- Fatigued and sometimes distrusting of its intentions, imagining a brighter future for ourselves becomes difficult without the fantasy of an escape. In corridors and staffrooms, after lectures and workshops or during lunch breaks, we talk and dream of existing beyond its boundaries. But through these conversations also emerge stories of resistance that exist firmly within it.
- Bubbles of safety,
- Little nooks of transgression,
- rivers of life, spaces to be worn, transformed, or used as camouflaged. What if we collected these emergent stories, celebrated them, amplified them, shared them, and connected them? Would it be possible that through narration, imagination, and association we could create new worlds deep inside this machine? worlds where we can take action and transgress? Worlds where we can follow our ideas, interests, and purpose?

Let's enter this building then, say hi to reception as we take out our lanyards to access the gates, the threshold separating the outside from the inside, us from them. Up the large staircase we go, a left turn to enter the corridors of the workshop block. No,

- this doorway has been closed due to refurbishment.
- Sorry for the noise. They also apologies for any inconvenience caused. The place is changing, remember. Back down the stairs and round to the ground floor, up two flights and down the corridor.
- MA Graphic Branding and Identity
- You're assigned basically two rooms
- Our outstanding facilities are central to student life at LCC, and enable us to learn, research, make and innovate. You have tried to play around with the rooms
- 'Do we set them up in a circle?'
- 'Do we have the chairs in an arrangement?' Ultimately it always ends up being the same set up.
- It's always just a big screen with a bunch of tables and chairs
- It's quite clinical
- One of LCC's greatest assets is its outstanding range of old and new technologies

Suddenly though, you disappear from the room and the four walls transform into a

- 'A river of life.' A project you've been developing for a couple years
- A safe space
- An authentic space given entirely to the them: Alumni to student. Peer to peer. You give them the opportunity to share their experience with each other. To take ownership in defining:
- What is a masters?
- Learning at this level will be about intellectual engagement, discovery, interaction and change. They talk about their
- moments of doubt,
- the confidence they gained without fear of judgement.
- No hierarchy.
- It's a conversation starter to make sense of their journey
- And they really appreciate that
- It makes them into a community, you observe

- It's Friday afternoon and in this world of matrix, structures and attainment goals, a
- nook emerges.
- D305.
- It's optional, so no grades are involved, suddenly,
- we can do whatever we want. Freedom then, inside the walls.
- Mindfulness exercises and
- music in the background. This room becomes
- a testing ground for what could happen.
- Sometimes the lights are switched off. Close your eyes, take a breath you could be anywhere, opportunities are endless. Suddenly you don't feel so blinded.

- This is where you can do your worst drawing, or not pay attention, or decide what you want to do. This freedom, that exists outside of the university parameters, this feels like
- transgressive learning.