

Muse: Hey! You are dressed so nicely today Mr. Pullmann! Are you going to a board meeting?

Pullmann: Oh please Ms. Muse! Of course not. I'm evolving with the times. I'm no longer an ARTIST, I now CREATE CULTURE.

Muse: You don't say!

Pullmann: Well, an artist is an antiquated appearance and their tendency to express themselves through ART is an outdated absurdity.

Muse: Very interesting... you definitely read that somewhere didn't you Mr. Pullmann?

Pullmann: I learned that in the art realm. A professor gave a presentation. And... and... and...

Muse: And?

Pullmann: And I wanted to therefore ask you ... - and please don't take this personally - not to...

Muse: Not to what? I shouldn't come here anymore?

Pullmann: So to speak... yes...

Muse: No problem. Not at all. If that's what you want...

Pullmann: Only because you're responsible for art Ms. Muse. That's the only reason.

Muse: For the fine arts. That's true. In your case just for painting. I inspired you to do it. But I never told you that you should make ART.

Pullmann: Hm. Couldn't you perhaps occasionally inspire me to make culture Ms. Muse?

Muse: Ugh Pullmann! That's completely beyond my capabilities!

Pullmann: Why's that?

Muse: Because ART and CULTURE should be regarded as the opposite of one another!

Pullmann: The OPPOSITE you say? Are you sure about that?

Muse: Look Mr. Pullmann, art is essential in that it opens an idiosyncratic, personal access to phenomena. It refuses to comply with valued, traditional standards and coerces an often irritating reorientation. CULTURE on the other hand ensures a regulated transition through uncertainties. It determines ostensible certainties; rituals. That's important Pullman because without these guard rails even you would have to reinvent life every day.

Pullmann: But why does every one talk about CULTURE then when they in fact mean ART?

Muse: Because they consider art that's already evaluated as a component of culture. Some of it indeed settles into it and is reflected in culture.

Pullmann: ...evaluated... settles... what do you mean Ms. Muse?

Muse: Art has to be digested first, that means it has to be dissolved from its aesthetic foundation before it can enter the body of culture. You're aware yourself how offensive new art often seems and how it is then rejected. Think of Impressionism.

Pullmann: That's true. Impressionism was a curse word at first.

Muse: There you see!  
Pullmann: But now people love them. They storm the exhibits when Monet is shown.  
Muse: Exactly! Because Monet's already been digested.  
Pullmann: That sounds for some reason ... not very...  
Muse: You're right Pullmann. I'm afraid the viewers of his paintings love what it is they think they understand, it's like an overplayed hit stuck in their head.  
Pullmann: You mean they don't actually love the paintings? The way they're painted?! The miracle of the colors?! The precision of the imagination?!  
Muse: Understanding art is already a cultural act. An act of translation that requires a constitutive staleness of works; a certain withering of its blossom.  
Pullmann: Why's that?  
Muse: Because understanding extinguishes the mystery. It's what differentiates art significantly from theory. Culture is pragmatically oriented.  
Pullman: And what about those who CREATE CULTURE Ms. Muse?  
Muse: That's something you should explain to me Pullmann! What does someone who CREATES CULTURE do?  
Pullmann: Ok, well... they, they... they ... create well CULTURE.  
Muse: No chance! Nobody can do that. CULTURE is intrinsically dynamic... a collective process!  
Pullmann: So it probably won't work.  
Muse: Leave that up to those who create culture Pullmann! The especially ambitious. If it's already vain enough to want to be an artist, it almost borders on arrogance to reach for culture.

Translation by Amber Lane