SAMSARA UNLIMITED: TOWARDS AN ECOLOGY OF COMPASSION

A Thesis Submitted to the College of

Graduate Studies and Research

in Partial Fulfillment of the Requirements

for the Master of Fine Arts

in the Department of Art and Art History
University of Saskatchewan

Saskatoon

By

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ABSTRACT

This paper describes the philosophical and functional framework of the MFA thesis exhibition *Samsara Unlimited: towards an ecology of compassion*. *Samsara Unlimited* was designed as a conceptual social artwork that would engage a network of art students and interested participants in developing a collaborative network. Using established high art aesthetics and familiar consumer based signifiers; the gallery was transformed over a week into a production, design and retail facility. In this torqued capitalist micro-system, financial profit was considered critical for the functioning of the system but secondary to the generation of a field of compassion.

The project sought to create a process through which the general public could become familiar with the perceptive processes engaged by artists in reconstructing everyday reality. It was posited that the ability to engage these perceptive processes would potentially lead to an ontological shift in the spectator. Participants who entered the gallery space could alter between the functional reality of a concept store and the altered reality of an art gallery. The public was encouraged to visit over the week of the installation to ask questions, get involved in art making process or simply socialize with the artists and artisans involved in the project.
ACKNOWLEDGMENTS

In an artistic exploration that involves generating a creative community, there are many co-creators that should be recognized. I would like to note the following individuals without whom this project would not have been possible: Al Hack, Alexa Hainsworth, and James Popoff; Julie, George and Phaedra Hutchings; Monique Roy, Todd Burton, Joshua Forrest, Maxine Proctor, Chris Cortez, Allysha Larsen, Gloria Ingabire, Lacey Eninek, Lindsay, Maja Montgomery, Martine Ingabire, and Sofya; Tenzin and Jane; Lee Mason, Jean-Sebastien Gauthier, Chris Allen, Patrick Bulas, and Lynne Erickson; Lee, Chaco and Eric; Jesse Thornton and Cheryl Cooke; Graham Therens, Candice Groesnick, Gary Young and Sylvia Cholodnuik.

I would like to thank my assistant Jenalene Antony, whose passion and creativity are instilled into the heart of the artwork; my supervisor, Tim Nowlin, for encouraging me to pursue my intellectual and artistic instincts and for providing insight and support throughout the development of the exhibition thesis; the other members of my advisory committee members, Joan Borsa and Jennifer Crane, who gave deeply of their time and expertise; professors Milutin Gubash and Peter Purdue for providing an intellectual space through which I was able to explore the historical and theoretical foundations of collective artistic actions. I am indebted to Charles Ringness, for standing by me in the storm, clearing the path when needed and demonstrating exemplary professionalism both as professor and as a confidante; the College of Graduate Studies for providing substantial scholarship funds and enabling the development and execution of the project.

Gratitude is extended to my friends and mentors, Sandra Semchuk and Ashok Mathur, who have demonstrated unwavering confidence in me; to Adrian Stimson for his generous spirit as a collaborator in our professional art practice and as a fellow traveller in the great journey; to Rick Pilling, my fellow MFA student and painter extraordinaire, for his kindness and respect for diversity in vision and art.

My greatest appreciation is extended to my life partner and fellow artist, Nissa, whose gracious heart and artistic vision inspired me to intensify my effort to find a real world application for my intellectual and artistic musings. I am fortunate that she chose me to be her collaborator in both art and life.
This work is dedicated to my son, Kiran.

May you realize Nirvana within Samsara.
INTERACTIVE APPENDICES

These essays were added as further reading to provide insight into the theoretical background that initiated the art work. To maintain the conceptual rigor of the art system, the essays were included on the Samsara website and attributed to a semi-fictitious persona. As such, the essays should be considered as part of the artwork.

QUESTIONS?

The Corporate Vision gave an understanding of the goals, values and operational principles of Samsara Unlimited. The design information section provided a detailed explanation of the art products examined and the principles that governed their creation.

The feedback section provided an opportunity to those affected by the system to provide feedback. It also provided an opportunity for different people to respond in the effects of the exhibition.
the collaborative nature of the exhibition created working relationships between various samples and prototypes resulted in approximately $1000 being donated to the Tshelanyemba Community Project in Rural Zimbabwe. The project was organized by Sylvia Cholodiniuk. This community run project sought to serve the needs of the children who have been affected by HIV/AIDs.

During the same week and in the days leading up to the exhibition, various promotional activities took place across the bodies of students and instructors. The temporary tattoos allowed participant artists to engage students in campus pubs and contained information similar to the web site. The MFA thesis examination committee when visiting the exhibition were interested in developing a socially engaged collaborative artwork. The sense of social engagement was engendered through four promotions simply put forth a website address with an image and an aphorism. The advertisements teased the motive, the observer, or critical evaluator, through an innate human desire for success in that role, became an active element or process in embody other potentialities other than consumerism. As such any participant connected to the space whether as artist, place in society as well as the sub-cultural processes present in academia and the art world. In order to interrupt the continuum where the gallery's corporatized function would become visible, the processes operating within the specialized art and academic sub-cultures. The project proposed the gallery as a place where ideas are sold and consumed while maintaining the properties of conceptual art? The answers sought were not a simple yes or no, but would be found looking for the extraordinary within the ordinary through the ordinary itself. This is also the nature of perceptive processes engaged by artists in reconstructing everyday reality. It was posited that the ability to engage these processes required a shift in perspective, a shift that would no longer be limited to what is seen as integral to the gallery's function. This shift emerged from a desire to reclaim the gallery as a site of creativity and innovation, a place where ideas are not merely sold and consumed but are also generated, presented, and sold. To create the conditions where the gallery's corporatized function would become visible, the processes operating within the matrix which included the physical design of the gallery and specific content and attempted to pry open gaps in the observer, or critical evaluator, through an innate human desire for success in that role, became an active element or process in embody other potentialities other than consumerism. As such any participant connected to the space whether as artist, place in society as well as the sub-cultural processes present in academia and the art world. In order to interrupt the continuum where the gallery's corporatized function would become visible, the processes operating within the specialized art and academic sub-cultures. The project proposed the gallery as a place where ideas are sold and consumed while maintaining the properties of conceptual art?

While all the products in the store seemed mass manufactured each was actually either unique, re-imagined and contained information similar to the web site. The advertisements teased the motive, the observer, or critical evaluator, through an innate human desire for success in that role, became an active element or process in embody other potentialities other than consumerism. As such any participant connected to the space whether as artist, place in society as well as the sub-cultural processes present in academia and the art world. In order to interrupt the continuum where the gallery's corporatized function would become visible, the processes operating within the specialized art and academic sub-cultures. The project proposed the gallery as a place where ideas are sold and consumed while maintaining the properties of conceptual art?
Theoretical Anchors and Art Historical Reference Points

Marcel Duchamp

Marcel Duchamp is an artist known for setting off debates on issues related to the visual or "virtual" and opening the territory for art practices based on concepts and processes rather than on visual appearances or material objects. Duchamp can be considered not being art in the usual sense of the word. (Nov 1, 2006, http://en.wikipedia.org/wiki/Marcel_Duchamp)

Joseph Bey

Joseph Bey is regarded as one of the Cultural Theorists and one of the key theorists to have laid the foundations of the New Left. He is known for his work on the concept of liberation and the development of the idea of the TAZ (Temporary Autonomous Zone). Bey's work has been influential in the development of the idea of the TAZ as a tool that can be used to challenge the existing social order. (Nov 1, 2006, http://en.wikipedia.org/wiki/Joseph_Bey)

Frankfurt School

The Frankfurt School is a collective of social scientists, philosophers, and cultural critics who sought to understand and critique the existing social order. The school is known for its critical theory, which seeks to understand and critique the existing social order by examining the relationship between culture and society. The Frankfurt School has made significant contributions to the fields of social theory, cultural studies, and critical theory. (Nov 1, 2006, http://en.wikipedia.org/wiki/Frankfurt_school)

Connective Aesthetics

Connective aesthetics is a term first used by Suzi Gablik that refers to the move away from a structured system that inevitably stifles individual creativity. It is this any attempt at permanence, that goes beyond the moment, deteriorates to an unstructured system that cannot be structured system. In the formation of a TAZ, Bey argues that information becomes a key tool that sneak into the cracks of formal procedures. A new territory of chance at creativity that is real empowerment. (Nov 1, 2006, http://en.wikipedia.org/wiki/Connective_Aesthetics)

Cybernetics

Cybernetics is the study of communication and control, typically involving regulatory feedback in living organisms, machines and other complex systems. A cybernetic system in nature exhibits the following characteristics:

1. Complex systems theory

Complex systems theory is a research approach that moves outside of a reductionist approach to understanding phenomena. A complex system in nature exhibits the following characteristics:

- The system is made up of interacting parts that are not independent of each other.
- The parts are connected in a way that creates new properties.
- The system is sensitive to initial conditions.
- The system can exhibit emergent behavior.

A complex system can be a biological system, a social system, or a technical system. These systems are complex in the sense that they are made up of many interacting parts. The parts are not independent of each other and the system as a whole has properties that are not present in the individual parts. A complex system can exhibit emergent behavior, which means that the behavior of the system as a whole is not predictable from the behavior of the individual parts. (Nov 1, 2006, http://en.wikipedia.org/wiki/Complex_system)

Summarize

In "The Standard and F8 term in "continuous movement or "continuous flux"..." Marclen Duchamp saw the creative act belonging not to the artist but occurring in the mind of the viewer. Duchamp's work is also considered to be a form of发布的artwork. In the postmodern era, Duchamp's ideas have been influential in the development of postmodernism and poststructuralism. (Nov 1, 2006, http://en.wikipedia.org/wiki/Marcel_Duchamp)

Art System

An Art System is an organization of ideas, products, and people that maintains or self-generating then it takes on qualities of a cybernetic system and could also be considered a living artwork defined primarily by its socio-political and environmental conditions. (Nov 1, 2006, http://en.wikipedia.org/wiki/Art_system)

Cognitive Dissonance

Cognitive dissonance is the perception of incompatibility between two cognitions, which can be defined as any element of knowledge, including attitudes, emotions, and beliefs. It is a uncomfortable tension that comes from holding two conflicting thoughts, attitudes, emotions, beliefs, or behaviors; in laymen's terms, it is the discomfort a person experiences when forced to hold two conflicting thoughts, attitudes, emotions, beliefs, or behaviors. Cognitive dissonance can be reduced by acquiring or inventing new thoughts or beliefs, or to modify existing beliefs, so as to reduce the amount of dissonance (conflict) between cognitions. (Nov 1, 2006, http://en.wikipedia.org/wiki/Cognitive_dissonance)

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Cybernetic System

"Dynamics in the study of communication and control (signal) effects on organisational structures in human cooperation, if viewed as a whole, is the basic principle of cybernetics. A cybernetic system is a tool that can encompass the study of complex systems and their interactions. A cybernetic system can be a biological system, a social system, or a technical system. These systems are complex in the sense that they are made up of many interacting parts. The parts are not independent of each other and the system as a whole has properties that are not present in the individual parts. A complex system can exhibit emergent behavior, which means that the behavior of the system as a whole is not predictable from the behavior of the individual parts. (Nov 1, 2006, http://en.wikipedia.org/wiki/Cybernetic_system)

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ESSAYS BY AL HACK

...commodity have a place and a value within the present system and are understood to be non-threatening.

Reality. For the artist to function as the 'conscience' of a society he must be able to continually destabilize his own world view and reflects the cybernetic system architecture where TAZ operate both within the individual as state.

A guerilla ontologist Bey points to some methods by which artist can function in the cybernetic reality defined in this paper. The tools functioning of an ontological cybernetic dance.

The artist to maintain the functional state of lucid insanity. In moving towards a subversive aesthetic and developing behaviour and the resultant artistic production may be considered acceptable, 'non-threatening' and even desirable meaning of some other entity (vonBertalanffy p53). The symbol as a particular kind of sign is particularly potent reprogram or redefine itself. In terms of the symbolic universe, the representations or signs are a navigation tool of operating systems of a society. That is to say, a change in perception could effect allow the operating system to examination with respect to the functioning of the artist. Changes in aesthetic sensibility might directly affect the creative productions of the artist surface the basic operating system of the society and for this reason require close consideration.

the synthesized symbolic fictions.

...human is organic being driven by instincts and the inherent physical limitations of the species. Humans also exist in the geographical, social, and physical environment that is the society. (Dansher et al, 160) The result is a normalization of the undesirable, but there also exists the desire for the normal perhaps even to be a condition of sanity. The creative productions of art is considered one way to fulfill this desire especially in the setting of art institutions. These institutions are made by art professionals (as designated by the government set criteria) and is seen in venues funded by the government. (161) These institutions regulate content production ensuring that only art works deemed appropriate to the norm of society are produced. In this manner, the normalization of society is achieved. In the face of such regulation and its consequences, the artist, to fulfill his function in society. This acceptable madness is a key to the nature of the functioning artist within a capitalist system. In madness, one attains an access to a world that is not limited by the terms of ego or productive work. Yet there is something compelling about the creative production of these artists. Something submerged in the unconscious of the artist or non-pathological deviance that subverts the carceral value aesthetic of the sane. The present paper positions the artist that ruptures the boundary of the sane as an important actor in an ecology of compassion.

...and cooperatively, in real time to "create multiple, simultaneous interactions amongst subsystems." Constructivity emerge when the subsystems are entangled in a feedback loop. A feedback loop is a system in which one or more of the system's variables act as control variables for the same system. Thus a feedback loop can exist where a change in one variable is followed by a change in another variable, which in turn is followed by a change in the first variable, and so on. In this model, the system is self-producing, and self-reproducing. Cybernetic systems allow for feedback loops where control of the system can be exerted by certain operational variables and boundary conditions. As such a loop could be modeled as a discrete entity but interact with each other with potential non-linear functionality. Each element or loop within a system will be defined as a separate system but are also dependent upon each other. In society, the feedback loop is the link that other systems linked to it are dependent upon its functioning. However, this does not necessarily indicate a positive feedback loop. Feedback loops can also be negative, where changes in one variable result in changes in the opposite direction. This can lead to instability and chaos within the system. The conditioned insanity of the function system does so through an indefinite number of disruptions. (von Bertalanffy, 112) The conditioned insanity of the artist's function system is a result of the conditioned insanity of society.

The conditioned insanity of society is revealed in these works. The conditioned insanity of the artist is revealed in the creative production. The conditioned insanity of the society is revealed in the creative production. The conditioned insanity of the artist is revealed in the creative production. The conditioned insanity of the society is revealed in the creative production. The conditioned insanity of the artist is revealed in the creative production. The conditioned insanity of the society is revealed in the creative production. The conditioned insanity of the artist is revealed in the creative production.
Bibliography – Uncited Works


society" (Alexander 150). There seems to be an alienating vision that separates community-based artists from their outlandish and bizarre. The dialogue in the art world occurs between people who specialize in high art and this questions that require further quantitative and qualitative investigations that include the following:

Artists may find that the ability to engage in these artistic operations with different social groups change. In his social sculpture, equal emphasis is placed on both the artist and the audience. Beuys built on Duchamp's interruption by imbedding the artistic process into social and intellectual process. Beuys built on Duchamp's interruption by imbedding the artistic process into social and intellectual process. Beuys built on Duchamp's interruption by imbedding the artistic process into social and intellectual process.

You have to embrace other media, and industries other than 'art', as the only way to be effective in generating action around pressing social and political issues. With this inversion, high art and low art are terms that are useful in distinguishing class and taste in the art historical tradition.(Jubovitz, 38) To this degree his art was not about what is seen but what is thought or felt. Greenberg in his essay, "Kitsch," shows how the function of art we are faced with a problem: the perceived function of art may differ according to each viewer and value system as well as the artist's personal biases and circumstances. This poses a great quandary for the historian, who must try to separate the art object from the historical context and the intentions of the artist, to comprehend the nature of the art work. The combination of advances in communications technology, the emergence of one political and economic superpower, and the spread of popular culture from the United States and other industrialized nations, are altering the nature of art and changing the way it is produced and consumed.

Art is a found across most cultures through history and this implies that art plays some key function in the making of social change. Law, custom and economic power can rule society in so far as man's imagination and artistic expression are concerned. Law, custom and economic power can rule society in so far as man's imagination and artistic expression are concerned. Law, custom and economic power can rule society in so far as man's imagination and artistic expression are concerned. Law, custom and economic power can rule society in so far as man's imagination and artistic expression are concerned. Law, custom and economic power can rule society in so far as man's imagination and artistic expression are concerned. Law, custom and economic power can rule society in so far as man's imagination and artistic expression are concerned. Law, custom and economic power can rule society in so far as man's imagination and artistic expression are concerned.

Hence all art becomes political. Van Laar and Deipenveen argue that "The artwork is thought to be neutral and provides no direct sociopolitical function. But, as a function of the way it is consumed, the artwork can be used to support and instigate political action, or it can be neutralized by being consumed as a commodity." (Van Laar and Deipenveen, 1987) In this way, art can be used to support and instigate political action, or it can be neutralized by being consumed as a commodity. Art can be used to support and instigate political action, or it can be neutralized by being consumed as a commodity. It would seem that both types of personalities, change agent and to identify areas for further research into the topic. The scope of the present research is limited to the conflict theory perspective. The class alignment is another complicating factor that obscures the function of art for what purpose. In his social sculpture, equal emphasis is placed on both the artist and the audience. Beuys built on Duchamp's interruption by imbedding the artistic process into social and intellectual process. Beuys built on Duchamp's interruption by imbedding the artistic process into social and intellectual process. Beuys built on Duchamp's interruption by imbedding the artistic process into social and intellectual process. Beuys built on Duchamp's interruption by imbedding the artistic process into social and intellectual process. Beuys built on Duchamp's interruption by imbedding the artistic process into social and intellectual process. Beuys built on Duchamp's interruption by imbedding the artistic process into social and intellectual process. Beuys built on Duchamp's interruption by imbedding the artistic process into social and intellectual process.
AL HACK'S FAVORITE WRITERS AND POETS

al hack's good picks

Writers and Poets:
Aldous Huxley (philosophy/fiction)
Bruce Mau (design)
Chuang Tze (philosophy)
Clare Graves (psychology)
Hakim Bey (political philosophy)
Herman Hesse (fiction)
John Walker (sociology)
Kabir (Poetry)
Kahlil Gibran (Poetry)
Krishnamurti (philosophy)
Ken Wilber (philosophy)
Kurt Vonnegut Jr (fiction)
Lao Tze (philosophy)
Mahatma Gandhi (political philosophy)
Marcel DuChamp (art)
Martin Buber (philosophy)
Michel Foucault (sociology)
Pierre Teilhard de Chardin (philosophy)
Robert Smithson (art)
Rumi (poetry)
Socrates (philosophy)
Sri Aurobindo (philosophy)
Sun tze (Activism)
Walt Whitman (poetry)
William Blake (poetry)

Teachers:
Baba Hari Dass
Bahá'u'lláh
Gautama Buddha
Guru Nanak
Jesus of Nazareth
Krishna
Lao Tzu
Rumi
Socrates
What is the difference between Samsara Unlimited and Bennetton, in using models of compassion as part of their marketing strategy?

At Samsara Unlimited we understand compassion as being towards ourselves as individuals and as members of larger communities. Compassion is often used to describe an emotional attitude that is characterized by a desire to reduce the suffering of others. Compassion is also a quality of mind or a disposition to act with kindness and generosity towards others.

For Samsara Unlimited, compassion is a driving force in their business model. They believe that by creating products that are unique, hand made, or editioned; based on esoteric yogic Buddhist values, they are able to create a sense of attachment function to create contentment in a consumer based society.

Is your fashion actually art and not just fashion?

An ecology of compassion is a term to describe the nature of the system in which Samsara Unlimited operates. This eco-system of compassion is dynamic set of relationships between the various ideas, organizations, and people that are inter-related and inter-active as artworks in ourselves. The art system is a grouping of, real or abstract, objects or entities that form a whole and where each part interacts or is inter-related with every other part.

What is an art system and how does this differ from an idea system?

What is your fashion actually art and not just fashion?

We function as a living organizational and systems-based art work and while people may not see as important to the future is that our actions in the present flow from an understanding that what the model’s say and their reason for being however, with them we are interested more in our models and the advertising images of them.

Is Samsara Unlimited an Art Work?

We do not believe art is about capturing a moment or expressing an idea. Art is about intention. We believe that the more people become prosperous in working to develop an environmental. What is a field of compassion?

This eco-system of compassion is dynamic set of relationships between the various ideas, organizations, and people that are inter-related and inter-active as artworks in ourselves. The art system is a grouping of, real or abstract, objects or entities that form a whole and where each part interacts or is inter-related with every other part. When we state that Samsara Unlimited is an Art System, what we mean is that we are an organization of ideas, products, operations and entities involved in generating a field of compassion. In this sense the ecology of compassion is that which defines how Samsara Unlimited operates. Samsara Unlimited is actually mean eco-system.

What is an ecology of compassion?

An ecology of compassion is a term to describe the nature of the system in which Samsara Unlimited operates. The term ecology has been drawn from its common use definition to mean an ‘ecosystem’. An ecosystem is an ecological and material entity formed by the interaction among organisms and their environment. In biology, a field of study, the term is used to mean a community of organisms and their environment, of which the organisms are a functional, interdependent unit.

What is a field of compassion?

The term ecosystem is often used in the context of environmental science, but it can also refer to any system in nature, such as a forest, river, or coral reef. In this context, an ecosystem is a complex network of organisms and their environment, including physical and chemical factors, that interact with each other in a way that supports life.

What is the difference between your art products and ordinary consumer products?

A system is a grouping of, real or abstract, objects or entities that form a whole and where each part interacts or is inter-related with every other part. When we state that Samsara Unlimited is an Art System, what we mean is that we are an organization of ideas, products, operations and entities involved in generating a field of compassion. In this sense the ecology of compassion is that which defines how Samsara Unlimited operates. Samsara Unlimited is actually mean eco-system.

Why do you not invest your financial profits locally?

We do not need a tax benefit for our local community. We want to support the organization and the individuals that are related to them, we want to support the organizations that are related to them, and we want to support the communities that are related to them.

Why would a grass roots business want to use your brand?

If you want to know more about systems theory, art and society are related check out Al Hack’s essay on the subject from our website. Read Al Hack’s essay on the subject at the following link: http://www.samsaraunlimited.com/essays/alhack/functionsociety.html

If you really want to go into this, then you can follow a conversation in western art history that includes Marcel DuChamp, Joesph Beuys, Jeff Koons, N.E. Thing Company and Suzi Gablick. If you want to know more about systems theory, art and society are related check out Al Hack’s essay on the subject from our website.

What is the difference between Samsara Unlimited and Bennetton, in using models of compassion as part of their marketing strategy?

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Welcome to Samsara Unlimited!

Samsara Unlimited is a division of Al Hack Concepts, an for profit design company and art system that focuses on applying design-driven principles to art objects, consumer products and other systems.

Samsara Unlimited strives to extend the flow of financial and creative capital to small groups or individuals and to facilitate the development of locally sustainable systems centered on the development of locally sustainable systems. The project seeks to be a catalyst in developing an ecology of compassion and consider the integration of environmental and humanitarian values. We intend to be a part of the Samsara Unlimited Mcalpin Art Gallery at the University of Saskatchewan from September 15-22 during regular business hours.

All of the proceeds from the Samsara Unlimited Concept Store Installation as well as the Samsara Unlimited Concept Store Opening are to be donated to Sylvia Cholodnuik and the Tshelanyemba community in Zimbabwe.

Activity Schedule for Samsara Unlimited (September 4 – September 22, 2006)

Sept 8 - September 22

Promotional Activities

Please introduce who will take place from Sept 11-22, 2006 in unlimited, biology and biology areas across Samsara University from September 11-22, 2006.

Samsara will be provided at the Mcalpin Art Gallery in the University of Saskatchewan. Learn more about the University of Saskatchewan. Mcalpin Art Gallery will be open on gazelle week in the Place Flat in the Gordon Snelgrove Art Gallery.

Larven Making Workshop - Kinetic Store Rennar - Join Alex in the Gordon Snelgrove art gallery on Friday September 15 at 3pm for an interesting exhibit or event on September 22 up.

College Community Man Project - The presence of unlimited, biology and biology areas across Samsara University from September 11-22, 2006.

Samsara Unlimited Concept Store Opening - Drop by the Samsara Unlimited facility in the Gordon Snelgrove and become a part of the Community Bike Project? click here for more information.

Sept 9 - September 22

Promotional Activities

Samsara Unlimited Drum Circle - Bring your bongo and join the drum circle on the steps of the Gordon Snelgrove Art Gallery Thursday September 15 at 6p.m. Rain or shine! Thank you to Josh Forrest.

Samsara Unlimited Tea - Join us in the Gordon Snelgrove daily at 3pm - Join Us!

Promote Samsara Unlimited with this one minute video about the project while distributing temporary tattoos of the Samsara Unlimited brand.

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Sept 11 (1-9pm) Lantern Making Workshop; Hosted by Alexa Hainsworth - Tunnel and the Place Riel Concourse will also be used.

Captive Audience ad spaces on garbage cans in the Place Riel washrooms at Louis, Lower Place Riel and the Mendel Art Gallery. Artwork will be displayed in the ad spaces of Captive Audience in the Place Riel Concourse ad spaces on garbage cans in the Place Riel Concourse. Viewers are welcome to drop-in to ask questions and to preview, purchase. Select items will be available in the Mendel Art Gallery Store to September 22, 2006 onwards.

Concept Store Installation - Visitors are welcome to drop by to ask questions or get involved with the installation as we transform the gallery space into a Samsara Unlimited facility.

Samsara Unlimited Brand Launch - The Samsara Unlimited Brand Launch on September 22 at the Gordon Snelgrove Art Gallery on September 22. How will you make reserve bids and purchase both prototypes from our design lab?

Official Brand and Portal Launch - This will take place in the Samsara Unlimited brand launch area and Rennar who present on how to purchase the prototypes and samples. We will also have a "samsara branded" booth. You will examine our on-line purchases and bids can be made on prototype and samples. We will also have an "assertive fashion show". You will examine our on-line purchase.

Promote Samsara Unlimited with this one minute video about the project while distributing temporary tattoos of the Samsara Unlimited brand.

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If you can be good to your neighbours, to your family, to your friends, and to the people that you come in contact with everyday, war eliminates itself. For most, art is something abstract. Artistic expression is best left on the fringes of mainstream society – part of an illusory higher culture that has no real bearing on everyday life. But one U of S team is trying to change all that, and reaffirm the belief that art can in fact change the world. Samsara Unlimited, the brainchild of U of S MFA student Pravin Pillay, is an artist collective that is hoping to make the world a better place through art – and they plan to do it in a very unusual way. “Most people think about art as the typical sculpture, painting, dressing,” Pillay says. “What we are talking about here is artwork as a system – socially engaged art.” While artists tend to shy away from the corporate world, Pillay, who received a Master’s in Business Administration from McGill before making the shift to the art world, has found a place for his art right in the middle of consumer culture. Samsara Unlimited acts essentially like a small corporation. They have a logo; included in their media package is a company profile complete with a mission statement and a FAQ page. They are selling limited edition t-shirts, baseball caps, and a line of environmentally friendly bathroom products. They even have advertisements in bathroom stalls. But more than products – even more than the art itself – Samsara Unlimited is selling an idea. “I think that everybody has that creativity,” Pillay says. “Our question was, how do you act as catalyst? How do you organize that creative energy in a way that it actually starts to shift the system?” Essentially, Samsara Unlimited is trying to transform artistic creativity into something tangible – something that could make a difference in the real world. Instead of restricting art to its usual alcove – the galleries, the museums, the exhibits – Samsara Unlimited is attempting to bring art, and the political messages within it, into the public sphere, hoping that it will have a real impact on people’s lives. One very effective way to do that is through the world of commodity. “We want to create a little access point for people living in the world of commodity,” he says. “Use a language that people understand already in order to get them socially engaged.” Unlike ordinary corporations, whose focus is primarily on financial gain, Samsara Unlimited remains true to its artistic ideals. They are focused on the profit of creativity, compassion and social responsibility. All their products, which are in fact little pieces of art, are produced in fair trade and fair wage environments. This sort of grassroots approach is what Samsara is interested in applying to world issues. “There are lots of people who can do the big stuff,” he says. “Institutions are set up for that. For us it’s all about doing big things in small communities.” Samsara plans to donate all their profits from this show to a project in Tshelanyemba, Zimbabwe. The project, which is supervised by U of S graduate Sylvie Cholodnuik, focuses on providing education for orphans in the town that has been ravaged by HIV/AIDS. “We generate this excess thing called capital, and we don’t need it so we give it away to the people who need it most,” Pillay explains. “If we raise 500 dollars, that pays for all the children’s textbooks in the village for a year...that kind of investment has really high return.” Despite its seemingly genuine intentions, Samsara Unlimited is sure to come under criticism from both artists and activists alike. Artists typically harbour some resentment for the commercial world, believing that their work is something more than a mere consumer product. Reducing artwork to a money making venture seems contrary to the entire notion of artistic integrity. But Samsara insists it is “interested in neither financial profit for the sake of financial profit, nor creativity for the sake of creativity.” Rather they are looking for a hybrid between these two worlds. “It is this kind of art that threatens the art establishment,” Pillay explains. “Some artists would say that Samsara Unlimited is not artwork, and some designers and business people would say that we are not involved in product development. We are something different.” Art is life, life is art to artist collective. JUMP AROUND Models get socially engaged thanks to Samsara Unlimited Samsara Unlimited will be showing at the Snegrove Art Gallery from September 12 thru For more information visit www.samsaraunlimited.com
PRESS RELEASE: Contemporary Art Meets Entrepreneurship and Activism

(July 6, 2006, FOR IMMEDIATE RELEASE)

Al Hack Concepts announces a collaborative contemporary art and private sector initiative to develop a product line promoting the integration of humanitarian and ecological values. The resulting experimental product development and marketing process combines the talents of local creative producers with the savvy of international entrepreneurial business to generate a creative community of compassion. The resulting product line is being developed under the brand name Samsara Unlimited. The objectives of Samsara Unlimited is to create an ecology that transforms creative capital into financial capital and produces seemingly mass produced consumer goods that actually engender the qualities we seek in works of fine art: reflection, contemplation, and call to action.

Al Hack Concepts is pleased to celebrate the Samsara Unlimited brand launch and sample sale at its concept store on September 22 from 7pm until 11pm in the Gordon Snelgrove Art Gallery located in the Murray Building at the University of Saskatchewan. Admission is free. All profits from the sample sale will be donated to the Tshelanyemba Community Project which will in the past has developed programs for orphans with HIV/AIDS in rural Zimbabwe.

Al Hack Concepts invites the public to celebrate the Samsara Unlimited brand launch and sample sale at its concept store on September 22 from 7pm until 11pm in the Gordon Snelgrove Art Gallery located in the Murray Building at the University of Saskatchewan. Admission is free. All profits from the sample sale will be donated to the Tshelanyemba Community Project which in the past has developed programs for orphans with HIV/AIDS in rural Zimbabwe.

The initial idea for Samsara Unlimited was developed by Master of Fine Arts candidate Pravin Pillay as a central part of his MFA graduate exhibition. Mr. Pillay completed his undergraduate fine arts training at the Emily Carr Institute of Art and Design in Vancouver and also holds an MBA from McGill University in Montreal. As a founding member of Doctors without Borders Canada, Mr. Pillay asserts: "With a committed team of creative individuals, anything is possible. The real challenge is demonstrating this possibility of seemingly impossible in a way that is accessible to everyone. Gallery based artists, environmental and social justice activists are often challenged by the use of language that is specific to their own communities and interests while they are attempting to communicate to a larger and more comprehensive audience. Al Hack Concepts uses the language of the smart consumer, the tools of business and the spirit of capitalism, combined with the creative genius of the artist, craftsperson and designer, to open a way for people to actively participate in the creation of an ecology of compassion. People are using brands to display their status in society and to define themselves, Samsara Unlimited, gives an individual, through the items they purchase, a chance to identify themselves with a process that emphasizes the importance integrating the ideas of social justice, environmentalism, and entrepreneurial activity into the formation of civil society."
PRESS RELEASE: Contemporary Art Meets Entrepreneurship and Activism

(September, 2006: FOR IMMEDIATE RELEASE)

Al Hack Concepts announces Samsara Unlimited: a contemporary art and private sector initiative working towards an ecology of compassion. Samsara Unlimited’s objective is to combine the talents of local creative producers with entrepreneurial business savvy to demonstrate inter-disciplinary respect and benefit from a realistic place of cooperation and collaboration. Through experimental design, product development and marketing processes, Samsara Unlimited strives to build a sustainable community where members are able to invest their financial and creative surplus into projects of environmental and humanitarian importance.

From September 11–15 the public is invited to the Gordon Snelgrove Art Gallery in the Murray building at the University of Saskatchewan to view its transformation from gallery into Samsara Unlimited facility. Complete with offices, concept lab, retail front and manufacturing space, the Samsara Unlimited facility strives towards an ecology that transmutates creative capital into financial capital. From September 18-22 during regular business hours conscious consumers are welcome to preview, reserve bids and purchase prototypes and samples from the Samsara Unlimited facility.

All profits will be donated to the Tshelanyemba Community Project, a sustainable community project in Zimbabwe Africa that Sylvia Cholodnuik has been supporting as a non-registered charity. Through her work with the local AIDS/HIV orphanage, school system and hospital, Sylvia has inspired and mobilized the Tshelanyemba community to seek self sustainability.

On September 22 from 7-11pm, Samsara Unlimited will be hosting its Brand Launch at the Gordon Snelgrove Art Gallery. The final opportunity for purchases and bids on the product line, the night’s events include the Samsara Unlimited Assertive Fashion show and an information session about the Tshelanyemba Community project. Admission is free.

Al Hack Concepts would like to recognize the following private sector and creative partners who have contributed their ideas and energy to make Samsara Unlimited a reality.

Western Retail Interiors                                     www.westernretail.com
Shankar Perfumeries Works (India)                    www.shankarperfumery.com
Disc Imaging Group                                         www.discimaging.ca
Dharma Chakra Imports                                    www.tkesur.ca
UofS Bookstore                                               www.usask.ca/consumer_services/bookstore
UofS Dept of Art and Art History                       www.arts.usask.ca/art

Note to editors:
For more information about the Tshelanyemba Community Project please refer to:
For more information about Al Hack Concepts and the Samsara Unlimited project refer to:
www.samsaraunlimited.com

Contact: Jenalene Antony: Manager of Productions and Publicity
306.290.2530 or 306.384.3535
NEWS

we're in the beer garden!
CONTACT

jenalene antony

jenalene@alhackconcepts.com

306.290.2530

www.samsaraunlimited.com
Sylvia Cholodnuik
Tshelanyemba Community Project Founder

The non-registered charity that all of the proceeds from the Samsara Unlimited concept store will be donated to.

for more information please see http://www.usask.ca/alumni/alumnisite/publications/green_white/issues/fall2004/feature01.php
collage community bike program

a community bike program gets people out of their cars, exercising some bikes and contributing to an environmentally friendly community.

the idea behind pink bike is to see a pink bike in your local uofs bike stand and take it for a ride because we want you to love our bikes as much as we do!

free the free bikes!

all collage bikes were donated via recycling by local freecyclers. check out http://www.freecycle.org/
our EXECUTIVE

Al Hack
Al Hack Concepts, Founder/Ceo

Pravin Pillay
Samsara Unlimited Division, Business Manager/Designer

Nissa Pillay
Samsara Unlimited Division, Product Designer

Jenalene Antony
Samsara Unlimited Division, Production & Publicity Manager

Alexa Hainsworth
Al Hack Concepts/Samsara Unlimited Division, Unit Liaison
Al Hack

**Al Hack Concepts, Founder/Ceo**

Al Hack is the founder of Al Hack Concepts and originator of Samsara Unlimited as an idea.

Although Al Hack is not a visible part of the Samsara Unlimited network, Al Hack remains active behind the scenes and takes a very strong interest in the final outcome of Samsara Unlimited. Al Hack inspires us all in Samsara Unlimited and is responsible for our slogan “towards an ecology of compassion.”
Pravin Pillay

Samsara Unlimited Division, Business Manager/Designer

Pravin Pillay joined Samsara Unlimited at its conceptual phase and was employed by Al Hack to transform the idea behind the Samsara Unlimited idea into reality. He began active engagement with Samsara Unlimited while working on his MFA at the University of Saskatchewan in early 2006. Having a long history of working as a humanitarian and environmental activist, Al Hack considered Mr. Pillay someone who would have an intuitive understanding of the principles behind Samsara Unlimited. Mr. Pillay spends part of his time developing products but maintains his real artwork is business itself. He holds a B.Arts and Science from McMaster University, a BFA from the Emily Carr Institute of Art and Design and an MBA from McGill University.
Nissa Pillay
Samsara Unlimited Division, Product Designer

Nissa Pillay is responsible for developing most of Samsara Unlimited's products. She is said to be the real brains of the operation. Nissa is a visual artist and holds a BFA from the Emily Carr Institute of Art and Design.
Jenalene Antony
Samsara Unlimited Division, Production & Publicity Manager

Jenalene Antony manages all aspects of production and publicity. Her enthusiasm and drive is a source of energy for all those involved with the Samsara Unlimited. Jenalene comes to Samsara Unlimited with an education in the arts and design.
Alexa Hainsworth
AlHack Concepts/Samsara Unlimited Division, Unit Liaison

Ms. Hainsworth is said to have the personal ear of Al Hack. She brings her creative skill as an artist and her ability to think not only outside of the box but how to reconstruct the box and make it think that it is a really good looking sphere.
our ASSOCIATES

the glue

Sylvia Cholodnuik
Tshelanyemba Community Project Founder

Models

Participating Artists & Artisans

Sponsors
our MODELS

because beauty is really about a sense of inner grace

ALLYSHA
ALEXA
GLORIA
LACEY
LINDSAY
MARTINE
MONIQUE
SOFYA
TARA
ALLYSHA

Model

Thank you for modelling for Samsara Unlimited. We miss you but we wish you the best of luck in Montreal!
ALEXA
Model
GLORIA

Model

Thank you for helping with the fashion shoot on such short notice and hopefully you make it back on time for the September 22 after party!
OUR EXECUTIVE

OUR ASSOCIATES

MODELS

LACEY

Model
LINDSAY
Model

Thanks for jumping right in as artist, model and interior decorator!
MARTINE

Model

The original inspiration for the Fashion shoot
MONIQUE
Model

BMX Biker Babe
SOFYA
Model

I am proud and excited to be involved with Samsara Unlimited. My name is Sofya, I'm originally from Ethiopia and have been living in Canada for over ten years. I am a student at the University of Saskatchewan majoring in International studies in hopes of one day working with the UN. I enjoy reading a good book, playing sports; mainly soccer because it is the best sport in the world, staying focused and being positive.
TARA
Model

Local songstress
PARTICIPATING ARTISTS & ARTISANS

CHRIS CORTEZ - PHOTOGRAPHER

JAMES POPOFF - ARTIST

LYNNE ERIKSON - ARTIST & SOAP MAKER

JESSE THORNTON - FINE WOOD CRAFTSPERSON

JOSHUA FORREST - PERFORMANCE ARTIST

MONIQUE ROY - INTERIOR PAINTER

TODD BURTON - ARTIST

JULIE HUTCHINS - SEAMSTRESS

GEORGE HUTCHINS - HANDYMAN

MAXINE PROCTOR - ARTIST

MAJA MONTGOMERY - ARTIST

CHRIS ALLEN - PRINTMAKER

JEAN-SEBASTIEN GAUTHIER - SCULPTOR

LEE MASON - WORD SMITH
CHRIS CORTEZ
PHOTOGRAPHER

What I do: Student, International Studies, University of Saskatchewan

Why I am Involved:
I am not a photographer, just a sensitive person who likes to take pictures. I heard that statement somewhere and it resonates with me. I like business and I like the concept of compassion as profit. I wanted to do something to support the project and it felt that is was really important to contribute the one thing that I am really passionate about.
JOSHUA FORREST

PERFORMANCE ARTIST

Josh is a committed young man who is excited and proud to be affiliated with the Samsara project. He believes in the ideas and the spirit that all of the people in the team possess. Josh believes in art that serves not only the individual, but also other people, animals, and the environment. Josh believes that if that integration can take place then art will always be necessary whether it is widely known or not.
When Todd was asked why he was involved with Samsara Unlimited he replied:

"Because it's not about me."
our SPONSORS
we never could have done it with out you

WESTERN INTERIOR RETAILERS

SHANKAR PERFUMERIES WORKS

DISC IMAGING GROUP

CAPTIVE AUDIENCE

TYSON BROWN

DHARMA CHAKRA IMPORTS

PADDOCK WOOD BREWING

GORDON SNELGROVE GALLERY

U OF S BOOKSTORE - Betty Jantz

U OF S DEPT OF ART AND ART HISTORY
Tshelanyemba Community Project

The following images and their captions were selected and written by Sylvia. The photos were taken during her earliest and her latest trip.

Mazwi Primary School's mission statement

coming home from school

a typical homestead

Tshelanyemba Primary school - fence is almost complete. Three wings have been added to the school since 1995. There are approximately 560 children regularly attending the school.

deep concentration

Gogo looking after some of her grandchildren

Cue to see the Doctor. There is 1 Doctor for 85,000 people.

Cosmang enjoying an art class

Little girl in the children's ward

Thenjiwe - abandoned orphan being raised by the nurses at the Tshelanyemba Hospital

Games day - a children's highlight

Hope with his class

Decent Dube bedridden for a minimum of 2 months with a fracture

enjoys colouring
PRODUCTS & SERVICES

SAMSARA PRODUCTS

WEARABLE PRODUCTS
EDIBLE ICONIC PRODUCTS
PRODUCTS TO SOOTHE YOUR KARMA
REPRODUCTIVE ART
DECORATIVE ART

SAMSARA SERVICES

NETWORKING/COMMUNICATION
WEARABLE PRODUCTS

T-SHIRTS
WOMEN'S HI-END T-SHIRTS
WOMEN'S ACTIVE SPORTS JACKET
WOMEN'S FASHION WEAR
SAMSARA HEAD GEAR
SAMSARA TIBETAN CRAFTED CLOTHES
SAMSARA TIBETAN CRAFTED JEWELRY
T-SHIRTS

Printed in four colors using a set of hands of a South Asian elder who came to Toronto in the early sixties during the first wave of immigration from Apartheid South Africa. Designed for artsmart casual wear. T-shirts appear to be mass produced because they have the same image on all of them, however, they are each a unique work of art because they have different text. The illusion of mass production as producing standardized items is revealed. Each item appears to be the same but are so only in pattern. The editioned aphorism printed on each shirt points to the same place/non place and is a key to the illusion of difference.

Price: $20

[Click here for aphorisms available.]
This could be an interesting Story
Same game, different Content
This moment is ground Zero
In consideration of the Posthuman
Art is capitalism at its Finest
The illusion has become Real
We are at the Gate
Who else missed the Mystery?
Excess desire, breeds Poverty
Trapped in Heaven
Everywhere is Neo-tokyo
Albert, Bertrand and Her.
How many After?
How many Before?
A thousand gods are Watching
Purgatory has its Benefits
This cage without a Door
The full catastrophe
Nothing is to be clung To
Da kine, Brah
Dangerous Parallel
I abandoned my ship and escaped Oblivion
I can't Exhale
Finn is awake Again
Goodbye Again
Making a hell of Heaven
More than Human
Life is bigger than I Thought
All these moments already Lost
We are all Monsters
More than Enough
Real disaster is Divine
Time to Sleep
Storm Ahead
Our unconquerable Will
This gate without a Gate
Time to get out of Wonderland
It was Worthwhile
We are already Dust
Let's get Started
Toys are Us
This unique condition is nothing Special
Listening to the machines Singing
PRODUCTS

WEARABLE PRODUCTS

T-SHIRT IMAGES
WOMEN'S HI-END T-SHIRTS
These have a similar graphic as the regular t-shirts except the design of these wearable line is more stylish and only the ones you see on display will be printed with our unique graphic. Even though these are generic high end shirts, with our graphic they are now a valuable unique garment that says a lot about your values and how you spend your money.

Price: $25-$35
PRODUCTS & SERVICES

WEARABLE PRODUCTS

WOMEN'S ACTIVE SPORTS JACKET

This unique jacket is the only one of its kind in the world. It had a life as a cross-country ski jacket that was manufactured in the 1970’s in Austria. With our prominent logo – this retro/slick fashion item can be used as a warm up jacket for yoga or running. This item was featured in our fashion shoot. We ask that the person who bids on this item be aware of at least one international or local environmental or social issue so that you can speak about it when people ask you about the jacket. It would be even better if you were actively involved in working on one the issues important to your community and the world.

Price: Open Bid

click for more images
WOMEN'S SPORT JACKET
WOMEN'S FASHION WEAR

These unique items are sewn from saree material but are really generic designs from Thailand and the western world. Each garment is unique and only one of the particular material-pattern-colour will ever be made. Most of the models from our fashion shoot will be available at the Brand Launch to discuss local and international issues regarding humanity and the environment.

Price: Open Bid
SAMSARA HEADGEAR

These stylish black caps come from a generic design. We have strategically placed our logo on them so that people will notice them and ask the wearer about the logo. We ask purchasers of these hats to be aware of humanitarian and environmental issues, so that you can engage people in the Samsara Unlimited project. In that way you become part of our collaboration network and active in generating the field of compassion.

Price: $15
SAMSARA TIBETAN CRAFTED CLOTHES

These clothes have been hand-made by Tibetan refugees living in India and brought to use by a Tibetan friend living in Saskatoon. We think that the clothes are stylin’. Check out their site www.tkesur.ca

Price: various
SAMSARA TIBETAN CRAFTED JEWLERY

These necklaces, bracelets and chokers have been handcrafted by Tibetan refugees living in India. We have brought them to you so that the folks that made them can earn a livelihood.

Price: various
ART MOLDED FROM CHOCOLATE

BUDDHA-IN-A-BOWL

CHOCOLATE DIAS

EMPTY CHOCOLATE BUDDHA HEAD
BUDDHA-IN-A-BOWL

(If you meet the Buddha as chocolate – eat him)

These assorted laughing Buddha truffles require at least three bytes to finish, rest upon a bed of SmartiesTM and come in a bowl that is design form Siamese fighting fish. Most people eat the solid head first and then discover a delicious ‘secret’ interior. Once you have consumed the Buddha, he’ll be gone and you’ll be left with just some Smarties TM in a fighting fish bowl. Will you eat the Buddha? Will you put him on a shelf? Will you give him to a friend? Will you keep him because he is the part of the first edition of this production and will become more valuable as he slowly converts into an art icon?

Price: 10$ each
samsara unlimited

*CHOCOLATE BUDDHA-IN-A-BOWL*
CHOCOLATE DIAS

Replica of traditional South Asian lamp used for sacred rituals made out of chocolate. Very tasty. 'Dias' is the sanskrit root of our word 'day'. One day we will make an entire temple made out of chocolate. So you will be able to collect/eat all the chocolate icons and artifacts.

Price: $3 each
EMPTY CHOCOLATE BUDDHA HEAD
FILLED WITH MASS PRODUCED CANDY

Chocolate Buddha heads filled with Smarties™, Skittles™, or gummy bears. Eat the interior or eat the container. These heads are very expensive to make because they take a lot of chocolate and they often break in production. However, they are quite unique – for the art collector or chocolate lover only.

Price: Minimum bid to be established
EMPTY CHOCOLATE BUDDHA HEAD
PRODUCTS TO SOOTHE YOUR KARMA

INCENSE

INCENSE BOX

MASSAGE & BATH OIL

BATH SALTS

FACE, BODY, AND HAND CREMES/MASSAGE OILS

‘Fresh’ Spray DEODORIZOR/DISINFECTANT

BUDDHA SOAP

BUDDHA ON A ROPE
INCENSE

This premium quality incense with a touch of aromatherapy is hand-rolled in India for Samsara Unlimited. We requested that it be WHO certified so that our already healthy customers would get only the best incense. What makes it special is that each package is actually a unique artwork but is also a variation of the information describing the product.

Price: 3$/box (12 sticks)
INCENSE BOX

A local artisan, Jesse Thornton, designs and manufactures our fine wood boxes. Only for the incense connoisseur.

Price: $60 ea
MASSAGE & BATH OIL

- Rejuvenating
- Relaxing
- Sensual
- Relief

100% pure fragrant essential oil in a base of almond and walnut oils. Each bottle has an editioned art label on it.

Price: $15 ea
Rejuvenating
massage & bath oil

Contains: 100% pure fragrant essential oils of bergamot, grapefruit, lemon, orange & geranium in a base of almond & walnut oil.

Directions: can be used as a massage oil or add a few drops to your bath

Warning: DO NOT USE IF PREGNANT

with uplifting pure plant essences of bergamot, grapefruit, lemon, orange & geranium
Relaxing
massage & bath oil

towards an ecology of compassion

Contains: 100% pure fragrant essential oils of lavender, vetiver & rose in a base of almond & walnut oil.

Directions: can be used as a massage oil or add a few drops to your bath

Warning: DO NOT USE IF PREGNANT

with calming pure plant essences of lavender, vetiver & rose

www.samsaranlimited.com
Sensual

massage & bath oil

Contains: 100% pure fragrant essential oils of sandalwood & vetiver in a base of almond & walnut oil.

Directions: can be used as a massage oil or add a few drops to your bath

with erotic pure plant essences of sandalwood & vetiver

www.samsaraunlimited.com

WE ARE AT THE GATE

samsara unlimited
towards an ecology of compassion
PRODUCTS TO SOOTHE YOUR KARMA

Relief
massage & bath oil

towards an ecology of compassion

Contains: 100% pure fragrant essential oils of peppermint, melaleuca, & camphor in a base of almond & walnut oil.

Directions: can be used as a massage oil or add a few drops to your bath

Warning: DO NOT USE IF PREGNANT

with ache & pain relieving pure plant essences of peppermint, melaleuca, & camphor

WE ARE ALL MADE DUST

www.samsarainlimited.com
samsara unlimited
towards an ecology of compassion

MASSAGE & BATH OILS
BATH SALTS

100% pure fragrant essential oils in a base of epsom salts. Each container has an editioned art label on it.

Price: $15 ea
FACE, BODY, AND HAND CREAMS/MASSAGE OILS

- Anticellulite
- Renewal
- Baby 1 & 2
- Joy 1 & 2
- sensual 1 & 2

(click here to see desired formulation)

100% pure fragrant essential oils in a base of certified organic oil of coconut, vitamin E, sunflower seed, sweet almond, apricot kernel, avocado and wheat germ. Each container has an editioned art label on it.

Price: $10 ea
SAMSARA UNLIMITED
TOWARDS AN ECOLOGY OF COMPASSION

PRODUCTS TO SOOTHE YOUR KARMA

SAME STORY, DIFFERENT CONTENT
www.samsaranlimited.com
Contains: 100% pure fragrant essential oils of lavender, orange, & lemon in a base of certified organic oil of coconut, vitamin E, sunflower seed, sweet almond, apricot kernel, avocado & wheat germ
Directions: Rub into skin or warm gently to melt into massage oil.
Warning: DO NOT USE IF PREGNANT

TIME TO SLEEP
www.samsaranlimited.com
Contains: 100% pure fragrant essential oils of lime & eucalyptus in a base of certified organic oil of coconut, vitamin E, sunflower seed, sweet almond, apricot kernel, avocado & wheat germ
Directions: Rub into skin or warm gently to melt into massage oil.
Warning: DO NOT USE IF PREGNANT

TRAPPED IN HEAVEN
www.samsaranlimited.com
Contains: 100% pure fragrant essential oils of dragonfly, lavender & orange, in a base of certified organic oil of coconut, vitamin E, sunflower seed, sweet almond, apricot kernel, avocado & wheat germ
Directions: Rub into skin or warm gently to melt into massage oil.
Warning: DO NOT USE IF PREGNANT

BABY
www.samsaranlimited.com
Contains: 100% pure fragrant essential oils of bergamot, blood orange, & geranium in a base of certified organic oil of coconut, vitamin E, sunflower seed, sweet almond, apricot kernel, avocado & wheat germ
Directions: Rub into skin or warm gently to melt into massage oil.
Warning: DO NOT USE IF PREGNANT

LETS GET STARTED
www.samsaranlimited.com
Contains: 100% pure fragrant essential oils of bergamot, lavender & orange in a base of certified organic oil of coconut, vitamin E, sunflower seed, sweet almond, apricot kernel, avocado & wheat germ
Directions: Rub into skin or warm gently to melt into massage oil.
Warning: DO NOT USE IF PREGNANT

ALL THESE MOMENTS
www.samsaranlimited.com
Contains: 100% pure fragrant essential oils of lemon, vanilla & sandalwood in a base of certified organic oil of coconut, vitamin E, sunflower seed, sweet almond, apricot kernel, avocado & wheat germ
Directions: Rub into skin or warm gently to melt into massage oil.

OUR UNCONQUERABLE WILL
www.samsaranlimited.com
Contains: 100% pure fragrant essential oils of lemon, vanilla & sandalwood in a base of certified organic oil of coconut, vitamin E, sunflower seed, sweet almond, apricot kernel, avocado & wheat germ
Directions: Rub into skin or warm gently to melt into massage oil.

THIS UNIQUE CONDITION
www.samsaranlimited.com
Contains: 100% pure fragrant essential oils of bergamot, plum & grapefruit in a base of certified organic oil of coconut, vitamin E, sunflower seed, sweet almond, apricot kernel, avocado & wheat germ
Directions: Rub into skin or warm gently to melt into massage oil.
Warning: DO NOT USE IF PREGNANT

Sensual
www.samsaranlimited.com
Contains: 100% pure fragrant essential oils of heliotrope, jasmine & sandalwood in a base of certified organic oil of coconut, vitamin E, sunflower seed, sweet almond, apricot kernel, avocado & wheat germ
Directions: Rub into skin or warm gently to melt into massage oil.

Joy
www.samsaranlimited.com
Contains: 100% pure fragrant essential oils of sandalwood, bergamot & grapefruit in a base of certified organic oil of coconut, vitamin E, sunflower seed, sweet almond, apricot kernel, avocado & wheat germ
Directions: Rub into skin or warm gently to melt into massage oil.
FACE, BODY AND HAND CREAMS/MASSAGE OIL
'FRESH' Pump Aerosol

Anti-bacterial/Anti-Viral and it smells great

100% pure fragrant essential oils (including lavender, eucalyptus, oregano, tea tree and in a water base. Each container has an editioned art label on it.

Price: $15 ea
BUDDHA SOAP

Wash your karma away with these 100% vegetable soaps of a reclining laughing Buddha. Made by a local soap maker for Samsara Unlimited using our molds. Made by local soap artisan Lynne Erickson.

Price: $7 ea
BUDDHA ON A ROPE (coming soon)

a standing laughing soap Buddha on a rope made of 100% vegetable products for Samsara Unlimited by a local soap maker using our molds.

Price: $10 ea
REPRODUCTIVE ART

The use of the same images from our higher-end product line - designed to be affordable and collectable. All are editioned.

HAND PRINTS
POSTCARDS
FASHION ART
ADVERTISING ART
AL HACK BUSINESS CARD MANDALA
HAND PRINTS

Printed images of hands on fine art paper. Designed for art collectors. If you wanted to purchase one of our original silk wall hangings but did not have the space then these should fit nicely. The images come in different colours so that you can co-ordinate with any room.

Price: $50 each; Set of 5 for $200
HAND PRINTS
POSTCARDS

More or less the image and aphorisms as printed on the t-shirts but printed card stock. Really affordable art. Collect them all. 13 different cards.

Price: $2 per card (13 available). Sets signed by Al Hack

$30

Click for more images
Postcard Images
Our models chose to work with us because they are interested in speaking on social and environmental issues at our promotional events.

Price: $ 20
Fashion Images
Editioned images are used in our promotional campaign in bathrooms and on garbage cans. These images are based on our postcard series.

Price: $20

Click here for source images used from postcard series
AL HACK BUSINESS CARD MANDALA

Business cards from the founder arranged for contemplation.

Price: $25
samsara unlimited
towards an ecology of compassion
Samsara Unlimited
TOWARDS AN ECOSYSTEM OF COMPASSION

PRODUCTS & SERVICES

DESIGN

DECORATIVE ART

High-end art that belongs with a collector or gallery.

WALL HANGINGS - COMING TO CANADA SERIES

DISTRACTED BUDDHA
Various hands of South Asian Elders printed on saree materials with Sanskrit aphorisms from Al Hack. These items were designed for collectors and art galleries.

Price: $500 Minimum bid

Click for more images
Wallhangings
DISTRACTED BUDDHA

This Buddha is covered in thumbtacks. Some will fall out, but this is good. This interactive work gives you the pleasure of sticking thumbtacks in a 3-D abstraction of someone trying to meditate. The feeling is like popping bubble-wrap but more fun because you are actually sticking thumbtacks into a piece of art and an icon at the same time.

Price: Minimum bid to be established.
SAMSARA UNLIMITED PORTAL

The portal is in its early phases and will not be fully functional. However, you will be able to access the constructed portions from the Gordon Snelgrove Gallery.
our COMPANY PROFILE

introduction to samsara unlimited

Samsara Unlimited, a division of Al Hack Concepts, is a for profit design company and art system that focuses on applying design principles to art objects, consumer products and other systems. Samsara Unlimited strives to extend the flow of financial and creative capital to small groups or individuals who themselves aim to facilitate the development of locally sustainable systems centered on the integration of environmental and humanitarian values. We intend to be a catalyst in developing an ecology of compassion and consider the financial dimension of profit critical but secondary to this goal.

The creative and business partners involved with the Samsara Unlimited network are interested in neither financial profit for the sake of financial profit nor creativity for the sake of creativity. We do observe these motivating principles in operation in the business and art worlds and use our critical awareness of them to generate creative and effective production methods, tools and products in accord with the Samsara Unlimited mission.

The products, services and idea systems that we develop take the form of contemporary conceptual socially engaged art. Our objective is to extend art objects and processes into business operations and into everyday life thorough our experimental design, product development and marketing process. Similarly, under our collaborative model we encourage the development of like-minded grass roots businesses by providing networking tools, examples of best practices and the opportunity to use Samsara Unlimited as an umbrella brand.

We believe that when people are fulfilled creatively, live in accord with nature and are able to pay themselves a fair wage, they become less interested in the culture of accumulation and are more available to focus their financial and creative surplus on projects of environmental and humanitarian importance. Similarly, the items and services that those people need to build their work environment and for their daily living are enhanced by the use of the ideas and aesthetics behind conceptual and socially engaged art.
our MISSION

what we do

To design and develop art products, services and idea systems that maintain the qualities of contemporary conceptual socially engaged art and encourage an ecology of compassion through personal and environmental sustainability.
Al Hack, of Al Hack Concepts inspired the vision of developing an ecology of compassion through a commercial venture based on the values of balance, awareness, respect, creativity, personal sustainability, cooperation and collaboration and pragmatism. Al Hack conceived Samsara Unlimited as an art product and system laboratory to investigate how creative and financial capital could generate a field of compassion. As an organization Samsara Unlimited was limited, but as a field it could inspire ordinary people who were in its proximity to generate their own systems of compassion.

Pravin Pillay, an artist, yogi, and social and environmental activist who happened also to have an MBA was recruited in early 2006 to take Samsara Unlimited from the Al Hack Concepts laboratory and develop the idea for the commercial world.

Al Hack suggested that a good strategy would be to develop a line of products and services that maintained the qualities of conceptual and socially engaged art so that the products and services would actually investigate the assumptions and systems behind their creation. Embodying a business in a social artwork was a way to network the talents, creativity, and energies of artists, activists, business professionals, and grass roots owner/operators into a collaborative force. Al Hack insisted that the art products, services and system ideas should be designed with personal and environmental sustainability in mind since this would help to generate the ground necessary for compassion to become part of everyday living.
our VALUES
what we believe in

Creativity

we believe that creative fulfillment leads to contentment.

Personal Sustainability

we believe that personal sustainability encourages people to work from a place of fearlessness.

Awareness

we attempt to cultivate awareness through our designs and through our operations.

Respect

we encourage respect in all our activities. We believe that respect between individuals can propagate respect between cultures and for the environment.

Collaboration and Cooperation

we realize that we cannot be experts in everything and the Samsara Unlimited Project is ambitious, so we engage the creative energies of likeminded people.

Balance

we think that balance in all things leads to contentment and is a good approach to work and life.

Pragmatism

we are not idealists nor are we pessimists. We are striving to create art products, services, and idea systems that embody the values we hold.
our BUSINESS MODEL

generating compassion, art, and money

The entire Samsara Unlimited organization has been developed around three core ideas:

- extending a field of compassion through the sale of conceptual art designs;
- effective management of the Samsara Unlimited operation;
- a focused community investment strategy.

Our financial capital is generated from the sale of our art products, the contracting of our consulting services, and marketing of our idea systems. All of our operations and designs are inspired by the universal teachings of yoga and the Buddha and can be understood as socially engaged and conceptual artforms. Although our products appear to be consumer products that can be manufactured on a mass scale, each one is actually a unique or editioned handmade artwork that examines the relationship between mass production, art, consumer products, the use of labour in the developing world and marketing. The essence of our art product line inspires an examination of the desires that drive the function of the consumer/spectator as well as the producer/artist and the various ecosystems that they inhabit.

We feel that if people are going to purchase products and services then they should have the option of products and services that embody the aesthetic, critical thinking and idea engagement engendered by contemporary art.

Our financial capital sustains our business operations, our prototype laboratory and our investment in developing a network of sustainable systems in local communities. Investing in extending the field of compassion through a network is the key to our future. We achieve this by developing products and services that like-minded grass roots businesses can use and by investment in people and projects at a grass roots level that fall through the crack of public and private attention and funding. The communities, individuals and projects in which we choose to invest are neither registered charitable organisations, where they are able to initiate extensive fund raising drives nor are there focus of operation located in a geopolitical region where support is readily available.

By keeping our financial capital flowing through the sales of the Samsara Unlimited products and services and through our network development and investment strategy, we aim to enhance the conversion of creative capital into the compassionate capital using material means.
our ORGANIZATIONAL STRUCTURE
the sum of our parts

Product Design and Development Lab:

Where we create our products and services in a fusion of art, craft, commercial product and social and environmental awareness

Business office:

Where our administration, marketing and accounting functions occur

Production/Warehousing:

Where products developed, branded, packaged and prepared for shipping

Portal:

This will be our electronic presence on the World Wide Web and the key to developing the Samsara Unlimited partner network.
To ensure that all of our products, services and idea systems are developed with the principles of fair trade, fair wage, and organics and encourage a sustainable relationship with the environment.

To focus on design and prototype development by engaging experts within the Samsara Unlimited/Al Hack Concepts network to manufacture and market our designs.

To generate financial capital that allows us to make significant investments in community based projects.
DESIGN PRINCIPLES  DESIGN METHOD  DESIGN PROCESS  AESTHETIC & CONCEPTUAL  DESIGN VISION  DIMENSIONS

our DESIGN

Read on about the madness behind the method and then check out our PRODUCTS & SERVICES!
our DESIGN PRINCIPLES

We design our art product using the principles of Universal Access. To us art products have typically been designed for specific markets. We prefer to design our products so that as many people as possible can benefit from them. As such we using the following principles in our design process:

- Equitable Use
- Flexibility in Use
- Simple and Intuitive Use
- Perceptible Information
- Tolerance for Error
- Size and Space for Approach and Use
our DESIGN METHOD

Samsara Unlimited utilizes the Vision in Product Design (ViP) developed at the faculty of Industrial Design Engineering at Delft University of Technology in the Netherlands. This method focuses on possibilities rather than on problem solving. ViP focuses on creating a context before designing the product. As such anything that results from a creative process is the product and can be applied across product categories but can be applied to problems in management and social structure.
At Samsara Unlimited our design process starts by examining various factors that form a context and require a particular product to be created for it. We do this by exploring ideas, observations, principles, states, developments, beliefs, trends, and obsessions that occur in art and society. This holistic approach to context is then applied to the design features. Consequently we emphasize functionality, performance, production, aesthetics and ergonomics in our products.

During the process:

We hold the design vision from conception to production for each product.

If we are designing a product and do not have the technical or design expertise needed we seek out experts and get them involved.

In our design lab we develop prototypes and test them with potential customers. Then we make adjustments. Our customers are central to our design method. With feedback from them, we are able to create products that are able to generate the results we are seeking.

We keep in mind that the design lab is the key to our future success. We attempt to create a work environment where artistic play is the norm (form follows function, function follows form). We maintain that form follows function and function follows form. That is, these design principles are dynamic such that form and function are worked actively to evolve the product as it moves through the design process.
our AESTHETIC & CONCEPTUAL DIMENSIONS

Our initial art products and services have been designed with guidance from the Al Hack Concepts and are contextualized by three interdependent aesthetic dimensions: financial generation, networking and reproduction.

**art as a financial generation system**

The transmutation of art ideas into financial capital

- Sensory Oriented - edible, fragranced, or tactile products
- Packaging Enhancement - recyclable, iconic, and high status products
- Decoration - wall and space enhancement
- Wearable Products - low and high fashion aesthetics

**art as a networking/communication system**

The extension and propagation art products

- Entertainment Oriented (Art that is performed or created by and for artists and to engage the general public)
- Web based communications (portals, web sites, e-mail art)
- Promotions and Advertising (print, time-based and electronic)

**art as a reproductive system**

The ability of the system to produce products that seem like they could be mass manufactured, but are actually hand-made, unique, or editioned

- Reproduction (Art that is made based on the process of editioning and the replication of ideas)
All our products are:

Unique, hand made, or editioned

Based on esoteric yogic, Hindu, and Buddhist aesthetics

Designed to work towards 100% incorporation of the principles fair trade, fair wage, and organics
The provocative nature of the show invites, I think, to formulating a critical response. This, rather than trying to reconcile them, business structures form the very basis on which the show is constructed. I give it a high degree of theoretical scrutiny to determine whether the show is consistent with business structures as they are understood. In order to achieve your goals I think you must be committed to modern business structures. This is a series of four exhibitions which have been created and organized in order to present you with an opportunity to re-examine our modern business structures. The topic of the show is not important to me, although I am interested in the way in which the show is framed. I hope to have the opportunity to see this show in person. I know that you’ve managed to do this in a way that is so aesthetically pleasing, but your decision is to be commended. I believe that this show will be beneficial to those who appreciate such modern business structures. I also think it is important to have a clear understanding of what modern business structures are and what they are intended to achieve. This is a series of four exhibitions which have been created and organized in order to present you with an opportunity to re-examine our modern business structures. The topic of the show is not important to me, although I am interested in the way in which the show is framed. I hope to have the opportunity to see this show in person. I know that you’ve managed to do this in a way that is so aesthetically pleasing, but your decision is to be commended. I believe that this show will be beneficial to those who appreciate such modern business structures. I also think it is important to have a clear understanding of what modern business structures are and what they are intended to achieve.