

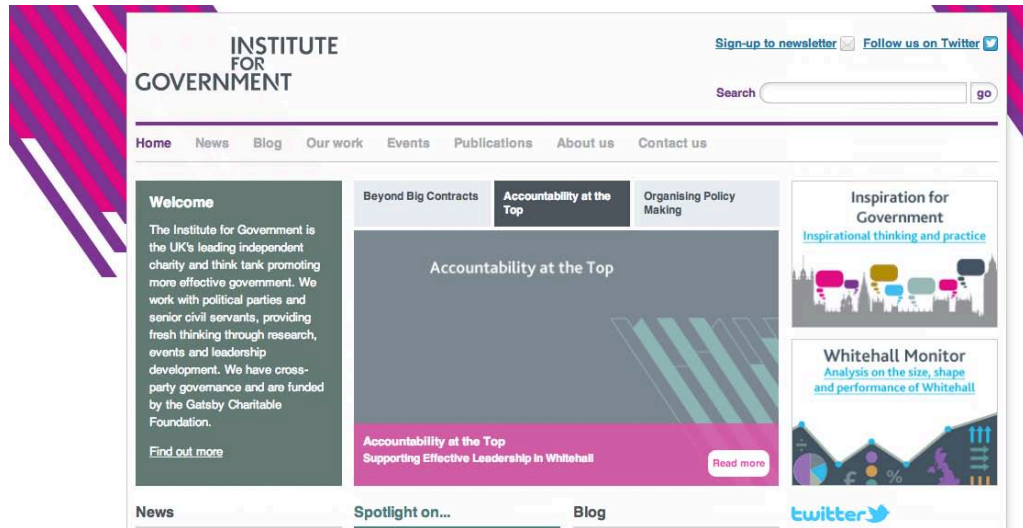
On the Impossibility and Inevitability of Representation

Lina Dzuverovic, November 2014

Soft Power

“...the ability to get what you want through attraction rather than coercion or payments. It arises from the attractiveness of a country’s culture, political ideas, and policies. [...]. Seduction is always more effective than coercion.”

- Joseph S. Nye, *Soft Power: The Means to Success in World Politics*, Public Affairs, New York, 2004





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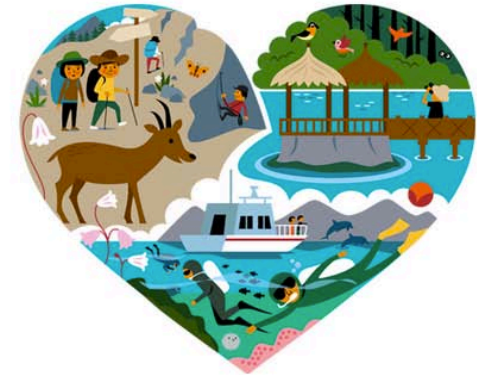
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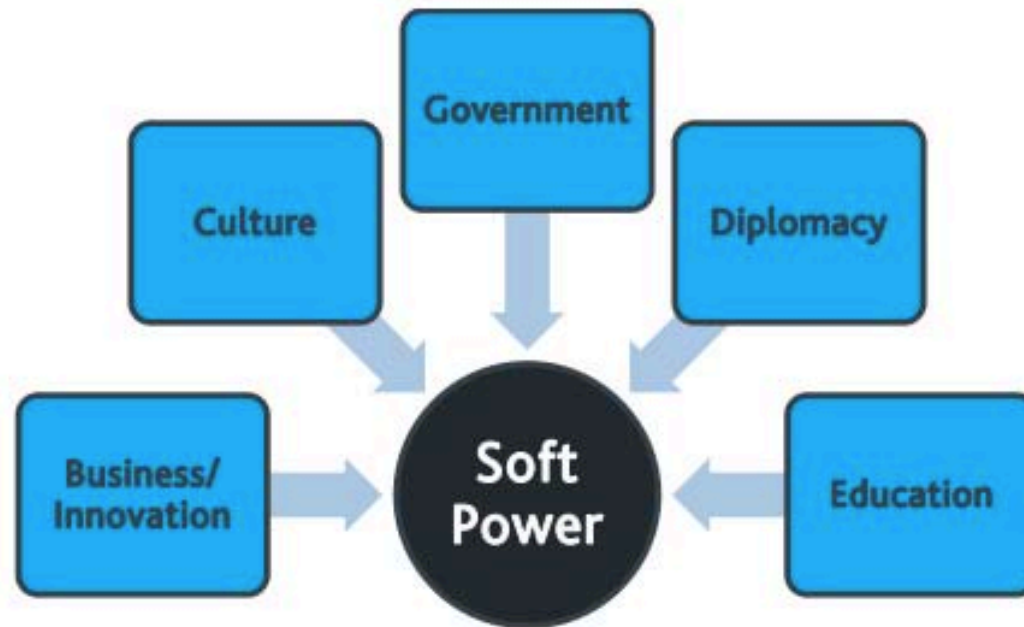
The New Persuaders III

A 2012 Global Ranking of Soft Power

Jonathan McClory



Figure 1: Component parts of soft power



Source:

The New Persuaders III
A 2012 Global Ranking of Soft Power
Jonathan McClory, Institute of Government

Soft Power Index:

- Within these categories there are fifty individual factors that are used for countries to be ranked on the 'Soft Power Index'.
- The 2012 'Soft Power Index' looked at 40 countries.

Culture sub-index

Metric	Definition	Source
Tourism	Total number of annual tourist visits	UN World Tourism Organisation
Tourism spending	Average amount spent by visiting tourists measured in USD (2010 prices)	UN World Tourism Organisation
Reach of state sponsored media outlet	The number of weekly views/listeners to state sponsored media outlet	Monocle research, various sources
Foreign correspondents	Total number of foreign correspondents in country	Press Association and other sources

Language	An index of the global power of native language based on population, economics, secondary speakers, production of IP in language	Weber, G., 'The world's 10 most influential languages'. <i>Language Monthly</i> , 3: 12-18, 1997
Olympic profile	Number of Olympic gold medals won in last summer and winter games	International Olympic Committee Database
Music market	The global ranking of a country's music market by size	<i>Recording Industry in Numbers 2012</i> . International Federation of the Phonographic Industry
Global record sales	The total number of No. 1 albums sold in a foreign country by a performer (by country of origin)	<i>Recording Industry in Numbers 2012</i> . International Federation of the Phonographic Industry
Art gallery attendance	Cumulative annual attendance at the world's 100 most visited art museums	'Exhibition and museum attendance figures 2010'. <i>The Art Newspaper</i> , No. 223, April 2011, p. 24
World heritage	Number of UNESCO World Heritage sites located in country	UNESCO World Heritage List, http://whc.unesco.org/en/list
Status in international football	Country rank in the FIFA (football's world governing body) world ranking table	FIFA World Ranking, 21 October, 2012
Film festival success	The combined number of films submitted to the Cannes, Toronto, and Sundance Film Festivals by	Various







Representation is an eternal puzzle of politics as well as of art. It is in both cases at once impossible yet attempted again and again; impracticable but necessary. You better be represented in some way than poorly represented, and the worst is not to be represented at all. Art and politics revolve around these two poles – the impossibility and yet the inevitability of representation.

Transcript of the performance *Pourquoi un(e) artiste ne peut représenter un État nation* by Sanja Iveković. Script by Sanja Iveković and Rada Iveković, performed at the Musée d'Art Contemporain, Val de-Marne, France, 21 October 2012.

Still of the performance *Pourquoi un(e) artiste ne peut représenter un État nation* by **Sanja Iveković**.

Script by Sanja Iveković and Rada Iveković, performed at the Musée d'Art Contemporain, Val-de-Marne, France, 21 October 2012.



Venice Biennale, Giardini



Venice Biennale, Giardini, Nordic Pavilion



Fia Backstrom – Borderless Bastards, Nordic Pavilion,
Venice Biennale 2011



Fia Backstrom – Borderless Bastards, Nordic Pavilion,
Venice Biennale 2011



Neue Slowenische Kunst, Laibach in Concert, Ljubljana, 1984



Neue Slowenische Kunst, Laibach in Concert, Ljubljana, 1984



Laibach performing live



NSK, Department of Pure and Applied Philosophy, lecture by Petar Mlakar



IRWIN, Was ist Kunst?



Left: NSK poster for Tito's Birthday (The Day of Youth) 1987,
Right: Original Nazi posters adapted by NSK for the design competition.



NSK State



The NSK State was created in 1992 by the groups comprising the Slovene arts collective Neue Slowenische Kunst (NSK). Amongst others these included the groups Laibach, IRWIN, Noordung, New Collectivism and the Department of Pure and Applied Philosophy. Neue Slowenische Kunst was founded in Ljubljana in 1984 as socialist Yugoslavia began to fracture. By the end of that decade the NSK groups had gained a reputation across Western Europe, America and Japan. NSK works and actions have commented on many of the political events of the last two decades and NSK is now widely acknowledged to have played a key role in the political and cultural history of Slovenia and former Yugoslavia, even being credited with playing a role in the pluralisation of society and culture in 1980s Slovenia.

The NSK State was created in the aftermath of Slovene independence. It has carried out a series of temporary 'Embassy' and 'Consulate' events in locations including Moscow, Ghent, Berlin and Sarajevo plus other collective actions. The State is conceived as a utopian formation which has no physical territory and is not identified with any existing national state. It is inherently transnational and describes itself as 'the first global state of the universe.' It issues passports to anyone who

is prepared to identify with its founding principles and citizenship is open to all regardless of national, sexual, religious or other status. It now has several thousand citizens across numerous countries and all continents, including a large number in Nigeria. The NSK State itself is a collective cultural work, formed by both the iconography and statements of its founders and its citizens' responses to these and to the existence of the state. It is also part of the wider 'Micronations' movement which has grown increasingly visible and received growing critical and theoretical attention in recent years.



NSK STATE DACHA – Art Installation and Exhibition

by nskstate.com on Dec.12, 2013, under [Events](#), [NSK State](#)



NSK State Radar

Welcome to The NSK TIMES

The blog of NSKSTATE.COM covers the art and ideas of the groups that created the Virtual State of NSK and the related activities of its citizens.

NSKSTATE.COM and all of its sub-projects are maintained by NSK citizens and friends. We do not issue NSK Passports and cannot answer questions on this subject. We reflect the experiences and views of NSK citizens.

Feel free to join the discussion by leaving comments, and stay updated by subscribing to the [RSS feed](#)

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300.000 vk Alexei Monroe Berlin Book

Citizens concert Congress Dragan

NSK State Passports



NSK State Embassy, Calvert 22, London April 2012



IRWIN: "NSK Garda Pristina" in collaboration with the Kosovo Army, 2002



My Name iz Janez Jansa, 2007 – present,
by Janez Jansa, Janez Jansa and Janez Jansa



Jasmina Cibic –Tourists Welcome, 2007



Jasmina Cibic –Tourists Welcome, 2007



Jasmina Cibic –Tourists Welcome, 2007



Jasmina Cibic - Boutique Airports, 2007



Jasmina Cibic - For Our Economy and Culture, Slovenian Pavilion, Venice 2013



Jasmina Cibic - For Our Economy and Culture, Slovenian Pavilion, Venice Biennial 2013

