

Hybrid Labs Symposium
31 May 2018, 10:30–11.00

Performance

Otakaari 1X, 2nd Floor, A2

Lisa Erdman:

Pharmaceuticals for the 21st Century

“Pharmaceuticals for the 21st Century” takes the form of a live presentation by Huxor Pharmaceuticals, Inc. The presentation showcases Huxor’s development of its revolutionary pill-based medical treatments for social and political ‘ills’, including remedies to enhance one’s sense of patriotism, a pill that changes one’s racial identity, and a new medication to help people learn the Finnish language.

Research background

This doctoral research employs methods of performative art interventions to connect with a broader public audience, and to encourage dialogue about social and political issues such as cultural integration, identity, and consumerism. The medical advertising serves as a humorous format through which to address these issues in public space. This approach draws from society’s growing familiarity with pharmaceutical language on a daily basis. On a secondary level, the medical ads present a satirical commentary on over-medicalization, and an increasing dependency on pill-based medications in treating human illness.

Keywords: satire, arts-based research, art interventions, performance, public dialogue, medicalization, language learning, Finnish culture, Pharmaceuticals, medical advertising, identity
