

Contents

Acknowledgments [ix]

Introduction:

Forgetting the Art World 1

1 The World Is Flat/The End of the World:
Takashi Murakami and the Aesthetics of Post-Fordism 39

2 Gursky's Ether 69

3 Perpetual Revolution:

Thomas Hirschhorn's Sense of the World 105

4 On Pseudo-Collectivism; or, How to Be
a Collective in the Age of the Consumer Sovereign 147

Conclusion: Numbers 185

Notes [193] Index [221]