



Amanda Bjerager Vesthardt (MAi KK): contribution to the *Greenwashers of the year* (2022), award, hosted by the Consumer Council

If we consider images, not as linguistically conceived signs, but as operators building agency, then images are indexes of **a)** steps on a *path*; **b)** depth of *intention* [i.e., the work of time as we say]. Thus, images are vectors of precision: communications on how a problem is set, with coordinates that are the same as those that define design. Design as drawing *and* intention.

Design is reflective practice building and leading up to the act/operation: and is (Vasari) the *animating principle of all creative practice*. In the roundup from reviewing the MA1-assignments to the project of awarding the *Greenwashers of the year*—in collaboration with the Consumer Council—posed the problem of the *depth of path* and of *-intention*. Leading and playing up to them.

The depth of *path* is available in the combined presence of each work in the lineup and the students that made them. It will be available through communicative interaction. However, from this communicative interaction, seen as a generative process, the depth of *intention* will emerge: in the aftermath, or in hindsight, as a second level of precision that links up with the first. Design.

Here design is the creative process of finding out about the potential and direction of collective agency, in the *built* society. Seen from this vantage point, symbolic accuracy results from such a process falling apart. For instance, it will neglect erosion because it hypes awareness. Or, it gates sobriety—the community of reason—because circularity closes in on itself.

It is so easy to denounce green awareness by citing the endless number of examples of erosive practices it costs the environment. Just as it is easy to show how circularity—when reduced to a sensory-motor schema—will tend to gate the access and practice of reason, as a gated moral community. Which means that we must take active interest in erosion and sobriety *first*.

To be taken seriously, *green marketing*—worthy of that name—must be articulate on matters involving erosion and sobriety, *before* it goes to awareness and circularity. That is, fundamentally, to remain *materialist* and not abandon the infrastructure: remaining dialectical in its relation to superstructure, ideology and spirituality. Only then can the latter have a triggering/real effect.

Essentially, awareness and circularity are fictional entities that can hit in and determine *initial*, and *final*, conditions if—and only if—they are *marked* by the *real*. Marked in the sense of *superposed*, *entangled* and *intra-active*. But also *marked* in the sense of determining and *making* the mark. In other words, one needs to be *specific* with erosive and sober aspects, for further *precision*.

Clarity on initial and final conditions emerging from precision will then constitute change-factors in what we—with [Alicia Juarrero](#)—could seek to understand: intentional behaviour as a complex system. That is, dynamics in action. Aristotelian philosophy in the expanded field of its application. Moreover, it will open new horizons on the dynamics of invitation and disengagement.

In *The logic of sense*, Deleuze brings depth to surface—which we are also doing, in some sense, *here*—and brings to our attention the importance of series (in an essay styled as a reading of *Alice in Wonderland*). The logic of path is a series based on invitation/*wear*, while the logic of intention is pledged to an existential promise of disengagement/*tear*: a better business?