



**SINCE CULTURE IS  
THE WAY WE DO WHAT WE DO EVERYDAY,  
A CONVERSATION COULD BE AN ART FORM**

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**HOW TO RECOGNIZE READY-MADE CONVERSATION ART TAKING PLACE:**

1. Next time you notice yourself feeling any amount of social discomfort arising in a conversation consider it to be the indication that a conversation art work is beginning.

(It is somewhat arbitrary that social discomfort be the initial indicator, but there needs to be some signal to start noticing conversations differently. Social discomfort happens often enough to be reliable as an indicator, and it is interesting in its own right.)

2. For the 3 minutes after your initial noticing begins consider the art work to be taking place between you and the person/people you are speaking with, no matter what is said or unsaid.

3. During these 3 minutes notice as many sensations as possible. Notice the force and direction of the words shared - are you pushing or pulling them? Are they aimed at something particular, searching, or loose? Notice expectations, obligations, goals and status. To the best of your ability continue participating in the conversation while noticing all this.

4. After the 3 minutes is up and before you leave the conversation give the person/people one of the cards that says:  
Since culture is the way we do what we do everyday, this conversation could be an art form.

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#MKTHNGSHPPN  
@PUBLICWONDERING**



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