



## BE A BETTER YOU

von Luzie Sieckenius

*Clap along if you feel like a room without a roof  
Clap along if you feel like happiness is the truth  
Clap along if you know what happiness is to you  
Clap along if you feel like that's what you wanna do*  
- Pharrell Williams

The pursuit of happiness as a paradigm. Fitness as a substitute for religion. Friday detox, Saturday retox, and repeat. Everything looks better through an Instagram filter, and business is creativity. What am I about to find searching for the perfect life? Are my longings going to be fulfilled if I cherish the right lifestyle? Work is supposed to improve our lives. Work is self-fulfillment. The search for identity is getting encroaching, if individualism interweaves all spheres of life as it's highest aim. It's your very own problem if you're sick and sad. Improve yourself steadily. Come on, there's still more to do. „I have no doubt, I am not someone's bitch“, declares the entrepreneur, sitting in front of his laptop. In the video installation „Happiness Cluster“, from Ori Jauch; we find ourselves in a paradisiac setting. Visitors follow – surrounded by palm trees and sand – a video guide in three chapters. What they see is a male-only world of entrepreneurs, businessmen, and counselors; affecting and disgusting at the same time. In this concept,

it seems sensual experiences disappear behind toned skin, elaborated speech, and sleek aesthetics. „Identity is the magic behind the power“, is one of many provided recipes of the feel-good ideology. They are introduced in a postmodern, eclectic manner, and combine pop culture references of the 00s with neon-colored elements of the generation wellness.

Be strong, but still flexible. Pursue your goals, but don't be too overzealous. And a little more sexy, please. Thank you. What to be guided by, if you're just supposed to be yourself. One fragment of the cluster, a service provided by NeoLife, promises bliss through an ominous procedure. So that finally everything fits, and success is guaranteed. „Be a happier you, be a better you.“ The chapter Bios reminds us to maintain our shell steadily. Happiness through physical training, wrapped in pink light, that eliminates all flaws. The Happiness Cluster creates a society of young white men, out for spirituality and distraction, as well as discipline and strength. If one would fit neoliberal principles with sporty outfits and transplant them in certain milieus, these images came of it.

Is the only way out of the dilemma between happiness and self-exploitation to drown one's self in a kale smoothie? An optimistic prognosis is not being made. The hunt is not easy. What you cannot defeat, embrace. Perhaps this is the only formula for happiness. Until the sky falls down on me.

Product by Ori Jauch  
1st Assistant/Costume: Nina Mielcarczyk  
Camera: Max Stockburger, Julius Böhm, Khalid Aziz  
CGI: Scott Cannon  
Music: Achim Eilmsteiner  
Set-Design: Charlotte Spichalsky  
Assistants: Olla Geier, Marie Oberkönig, Rosa Sieckenius  
Sound: Lukas Stockburger  
Voice: Jordan Evans

Cast:  
Max Stockburger  
Brendan Cleary  
Achim Holtmann  
Scott Cannon  
Mitridate Minovi  
Martin Bluschke  
Omri Livine  
Achim Eilmsteiner  
Julius Böhm  
Ruben Kircher  
Benjamin Quaderer

Happiness Cluster  
HD-Video Installation  
HDV, color, sound, english w/ engl. subtitles, 15'50min,  
sand, palm, chairs, lightgels;

Show at Kunstverein am Rosa-Luxemburg-Platz, L40, Liniestr. 40, 10119 Berlin  
[//www.rosaluxemburg-platz.net/](http://www.rosaluxemburg-platz.net/)