



Igor Bosnjak

A HOUSE, 2010, graffito,

A homage to Vlado Martek *House* , 1997

"Write its name on each thing you purchase or own." - Vlado Martek

«The basic thought about existence of discourse structure in which we live and which define us. If a word of a discourse or writing possesses an affect, the kind we see in a hysteria or in revolutions, then one should add to it a new meaning that exceeds the demands of utilitarian communication. The performative possesses its effect. Performative account is the account by which a speaker expresses a certain action (of his own), and this action is completed with, and caused by its expression. If we utilize Morris language theory, we can notice that performative accounts include, aside from syntax and semantics, at least a segment of pragmatic ordinance. »

**Martek / Fatalne figure umjetnika, Miško Šuvaković, Meandar, Zagreb 2002, str.75*

