

**If you want to know more
about New Office, call
+33 (0)1 84 80 69 68**

NEW OFFICE

New Office is a dummy company created by Florence Jung using a fake identity, Luca Bruelhart or Lukas Brulhard's, from March 6, 2019, to February 6, 2021.

New Office does not produce anything. New Office reproduces the only known system, the one on which it was built. A system whose sole line of defense is its impossibility to imagine a way out. A system that, in its most advanced form, provokes a variety of symptoms: a state of generalized suspicion, a feeling of chronic oppression, a growing propensity for boredom, a desire to flee as only horizon. The exploitation of these pathological conditions forms the core of New Office's activities.

Florence Jung configures scripted situations, manipulated interactions, alleged events, and diverted flows of communication. Her practice examines the social circumstances of this post-fact era or how individuals fashion themselves into the leading role of their own lives.