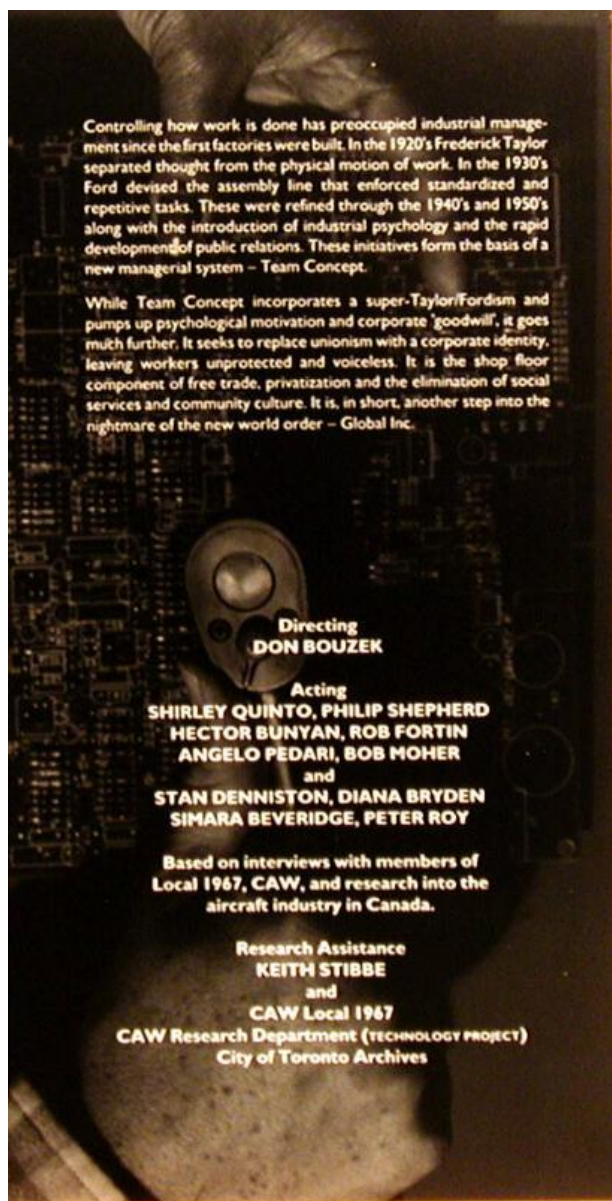




No Power Greater 7/7

Date

1990-1991

Artist/Maker

Karl Beveridge

Medium

Color photograph 11/15

Dimensions

Frame: 20 x 10 in (50.8 x 25.4 cm)

Object number

2000.1.16.7

Controlling how work is done has preoccupied industrial management since the first factories were built. In the 1920's Frederick Taylor separated thought from the physical motion of work. In the 1930's Ford devised the assembly line that enforced standardized and repetitive tasks. These were refined through the 1940's and 1950's along with the introduction of industrial psychology and the rapid development of public relations. These initiatives form the basis of a new managerial system – Team Concept.

While Team Concept incorporates a super-Taylor/Fordism and pumps up psychological motivation and corporate 'goodwill', it goes much further. It seeks to replace unionism with a corporate identity, leaving workers unprotected and voiceless. It is the shop floor component of free trade, privatization and the elimination of social services and community culture. It is, in short, another step into the nightmare of the new world order – Global Inc.

Directing
DON BOUZEK

Acting
SHIRLEY QUINTO, PHILIP SHEPHERD
HECTOR BUNYAN, ROB FORTIN
ANGELO PEDARI, BOB MOHER
and
STAN DENNISTON, DIANA BRYDEN
SIMARA BEVERIDGE, PETER ROY

Based on interviews with members of
Local 1967, CAW, and research into the
aircraft industry in Canada.

Research Assistance
KEITH STIBBE
and
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CAW Research Department (TECHNOLOGY PROJECT)
City of Toronto Archives