

## WHAT IS POETRY? (I IS US)

1. Poetry is a communal, public art because it pushes, imperceptibly but stubbornly, against the uses and limits of everyday language: of what can be thought, said, and felt with words.
2. Poetry is a technology of language and a pedagogy of attention. Its evil twin, advertising, urges us to buy what we don't need, what we can't afford, what harms us to want. Most of all, it tries to convince us that the acquisition and accumulation of objects is important, beautiful, pleasurable.
3. Poetry isn't irrelevant. Quite the opposite: it's catchy. That's why it catches our attention, clings to our memory.
4. In an era that invented an economy based on the fragmentation, extraction, and capitalization of our "attention span," poetry has everything to say.
5. Because a poem, if it works, sabotages the normalized associations and automatisms of attention. It's not true that you need to "concentrate": if a poem works, it captures and shakes you simultaneously.
6. Poetry can influence. Let's have influencers recite poetry. Let's have famous people read poetry aloud. We need to redistribute symbolic capital, which is less inaccessible than financial capital. Let's hack the attention span.
7. Poetry is spectacular. And it can be a spectacle, even a celebrity, in its own right.
8. Poetry teaches us to read, and not just poetry—anything.
9. Poetry means poems, not poets. That is: we can all be poets as long as we like words.
10. Poetry is for all audiences: it underestimates no one.