

Mis-managed Experience – Liminality of Artefacts and Spaces

Abstract

The purpose of the paper is to explore experience economy events from an interpretivist perspective. The empirical part of the study is narrative-based and founded on the self-reflective anthropologic inquiry method. This study sets out to propose that the awkwardness and setback experienced by the client, customer or visitor, may generate his/her agency to try to disambiguate the situational liminality and establish a more clear-cut construction of the experiential framework. However, if attempted the disambiguation demands significant emotional and, sometimes, physical labour, typically not undertaken willingly, and usually resulting in the subject's avoidance of exposure to similar experiences in future. Beyond the scope of many recent approaches this paper re-focuses the critical edge of inquiry away from agency-reducing aspects of experience economy, towards reflecting on their enforced, if not deliberate, agency-inducing consequences.

Keywords: abduction, disambiguation, experience economy, experience mismanagement, overkill of experience, situational liminality, self-reflective inquiry