



A NEW PRODUCT

by Harun Farocki



SYNOPSIS

At first glance, *A NEW PRODUCT* doesn't seem especially compelling: in a bland corporate boardroom, executives and consultants talk about optimizing employees' workspace in order to improve productivity. Boring? Think again. Harun Farocki, the master essayist and editor, transforms a mundane situation into theatre of the absurd, blessed with acerbic wit and a sharp critical sense. By filming what appears to be the dullest possible thing, he has created a subtle report from a world whose violent machinery shines through from under a veneer of decorum. Above all, the film lets us appropriate images of an implacable system. Black comedy at its finest.

CAST AND CREW

DIRECTOR Harun Farocki

Germany 2013

37 min

ORIGINAL TITLE

EIN NEUES PRODUKT

FORMAL CATEGORIES

Economy

ORIGINAL LANGUAGES

German

PREMIERE

Germany (2013)

PRODUCTION COMPANY

[Harun Farocki Filmproduktion](#)

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<http://www.farocki-film.de>

LINKS / REFERENCE

<http://blog.daremag.de/2012...>

VoD:

<http://www.realeyz.tv/de/ei...>