

Notes on a text called **Betraying Ambition** written by **Diego Agulló** which I found (individually) related to the action we did and starter we received.

In general, D. Agulló describes ambition as a new form of a driving force, that arises from the capitalistic structures of western society. While using very concrete examples, he describes how ambition applies to artistic activity and how the impulse and urge to create can arise from other sources.

“ambition is an external goal-oriented driving force that aspires to career success and whose purpose is to elaborate on a plan to gain the esteem of others in order to achieve a privileged social position of superiority, such as power, recognition and fame, which is only accessible to very few people.”

- to make good art is not a guarantee of success
- ambition has a tendency to become cynical
- ambition causes a mindset - in order to realize myself i have to achieve my goals (there will always be a big deal to be accomplished)
- rather than the action is done for its own sake. what does it mean to act purposefully without a purpose? - without any external goal or end
- would you still take action if there are no external consequences or goals, only sake of the action?
- nowadays we have a hard time separating work and life. a non-ambitious person prioritizes life above work

I will finish this once i finish reading the text. Anyway, I find this text extremely helpful and supportive in moments of feeling on the edge of a burn out. Since i realised I am a highly ambitious person who is failing in fulfilling the external goals and is, at the same time, looking for a way how to transform my ambitious ways of thinking and acting into finding an new form of impulse and joy.