Against the traditional view that experience is made by the subject without mediation, I propose (taking a cue from Kant’s transcendental deduction) that in order for experience to become such, there is “something” in the subject that contributes to it: I call this “protocols of experience”, borrowing the term from Deleuze and Guattari. These protocols belong to the “archive of what is known”: the ways in which culture has instituted the traditional, stable and naturalized ways of making experiences. I further contend that the reception of certain cultural artifacts may clash with such protocols; as a result, these artifacts induce the emergence of what I call “alternative protocols of experience.” I conclude with analyses of poems by Rilke, Vallejo and Heißenbüttel that provide both an instance of this transformation and a theorization of its implications.

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