



## Proposal

We would like to make a spontaneous presentation of the University projects we are developing at the Piet Zwart Institute, which is a part of the Hoogeschool Rotterdam. We are students of the Master course in Media Design at the Piet Zwart Institute, working on different projects about commerce, shopping and market. We see customers as museum visitors and products like art objects.

The exhibition is made up from friendly artistic interventions into the shop, with the intention to present our work to the public at large, outside of school and academic circles.

We developed several ideas during the course: For example Birgit Bachler, who analyzes Albert Heijn Bonus-Card profiles and turns them into poster designs. Albert Jongstra will compose music using sounds found in the shop, for example the bar code scanner BEEP. Bernhard Garnicig will spread subtle messages through the shop announcement speakers. Selena Savic will place a Laptop where customers can play a shopping game for free.

The duration of the exhibition is between 1 hour and 1 day. There will be no big public announcement - we rather wish for regular shop customers to experience our works. Ideally the exhibition would take place between the 8th and 12th of December. It will be documented and published as a book by the end of the year. We would be happy to mention the name of the shop and the owner in this publication.

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