



DUTCH DESIGN WEEK

MANIFESTATIONS 2018_EXHIBITION PREVIEW

A close-up photograph of a person's hand holding a clear plastic bag. The bag is partially filled with a yellowish, translucent liquid. A circular opening is visible in the upper part of the bag. The background is a plain, light-colored surface.

HOME IN A BAG

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How could a new approach to the human body and modern beauty standard result in a major evolutionary mutation and change in consumption?

Drinking water is the world's most vital wealth. Hydration is threatening to cause the migration of entire populations and drinking water is still not available to lot of people. However, in the meantime, technology is on the brink of providing long term solutions to our biological limitations.

A human body produces on average 2000 ml of urine waste a day, 90% of which is recyclable water.

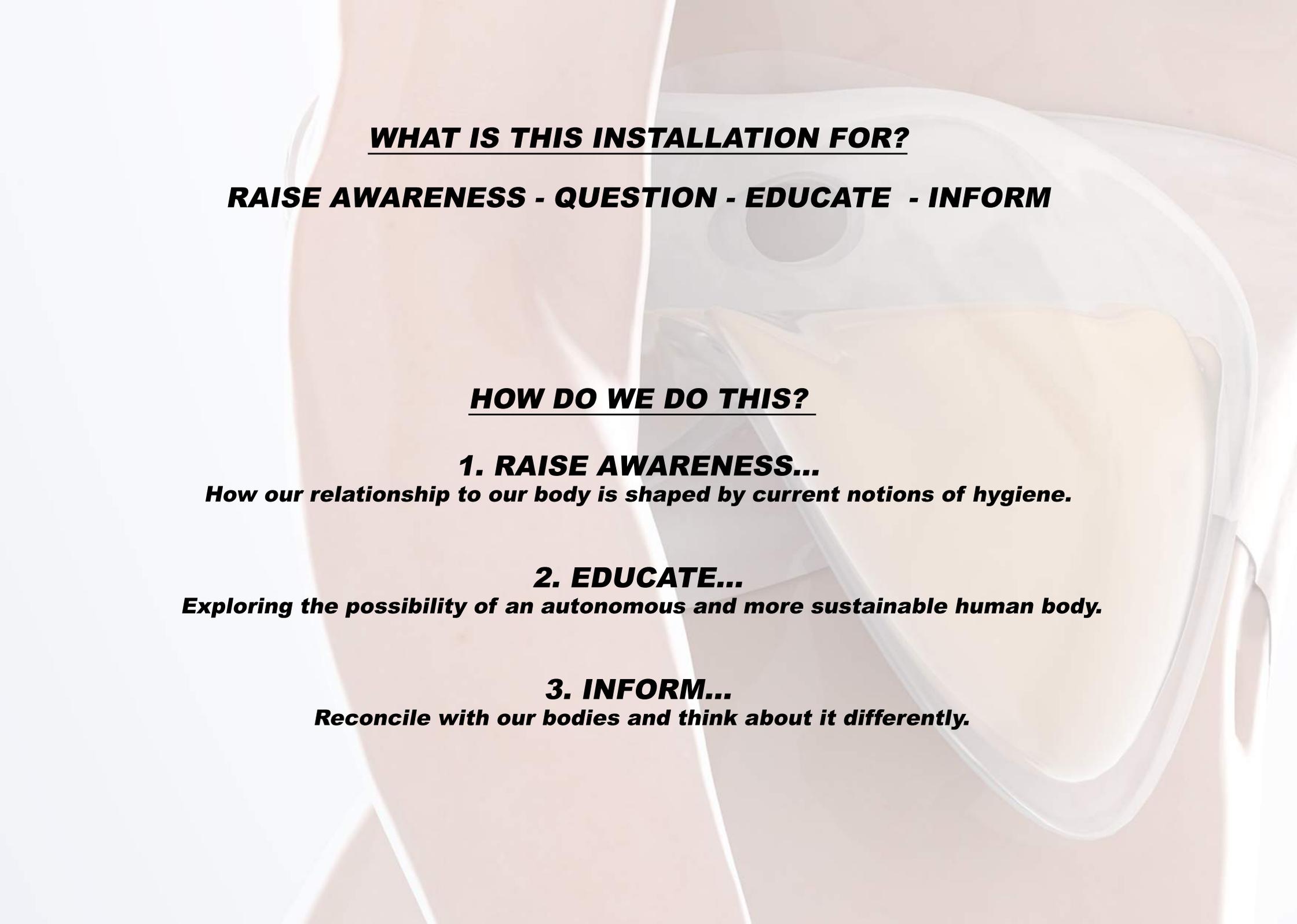
Astronauts have been drinking distilled urine since 2009, and they currently recapture 93% of wastewater (from breath condensate, sweat and urine mainly). 6,000 extra liters of water are recycled in each spatial station every year.

Body fluids are an underrated gold mine. Yet, every day, we spend time and money consuming a large variety of products to hide, cover, or 'clean' our bodies of those fluids and their smell. Urine or sweat are highly disregarded by Western hygiene standards. However their importance can no longer be ignored. Our daily hydration currently relies on the mass production of plastics harming the environment more and more everyday.

Imagine a world where our relationship to body smells has changed. Coming to terms with outdated criterias on cleanliness and beauty could very well save our species.

The project contemplates how structural and biological enhancement could pave the way to a more sustainable and autonomous body.





WHAT IS THIS INSTALLATION FOR?

RAISE AWARENESS - QUESTION - EDUCATE - INFORM

HOW DO WE DO THIS?

1. RAISE AWARENESS...

How our relationship to our body is shaped by current notions of hygiene.

2. EDUCATE...

Exploring the possibility of an autonomous and more sustainable human body.

3. INFORM...

Reconcile with our bodies and think about it differently.

1. RAISE AWARENESS_ THE ATOMISER



COOP HIMMELBLAU
SISSEL TOLAAS



ANTHONY GORMLEY

2. EDUCATE_ THE VIDEO INSTALLATION



ED ATKINS



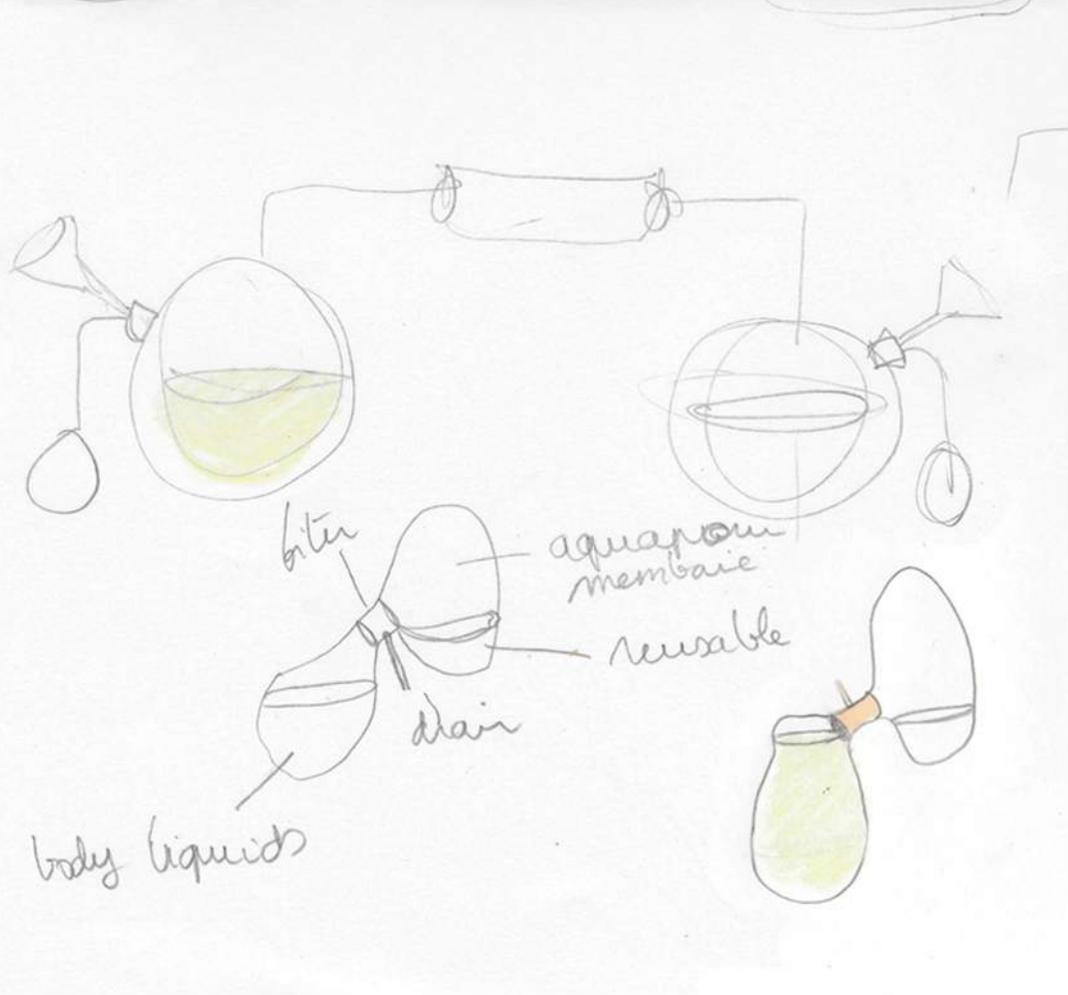
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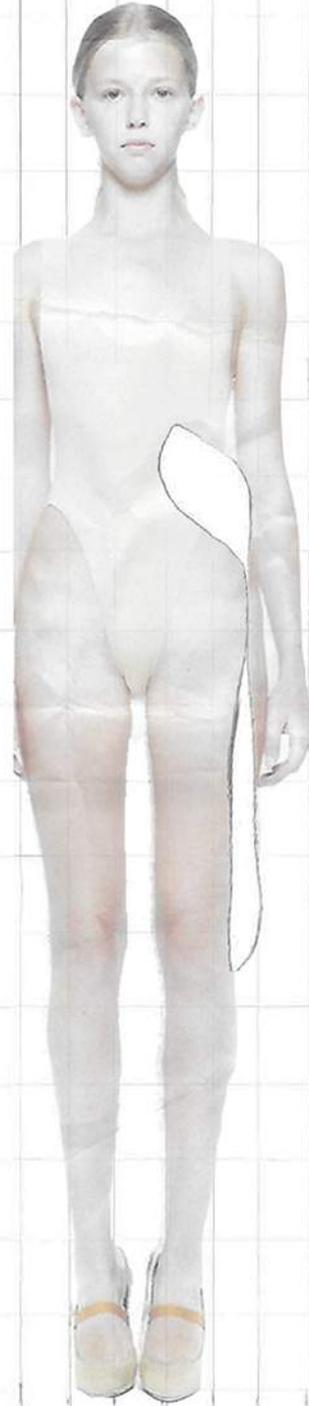
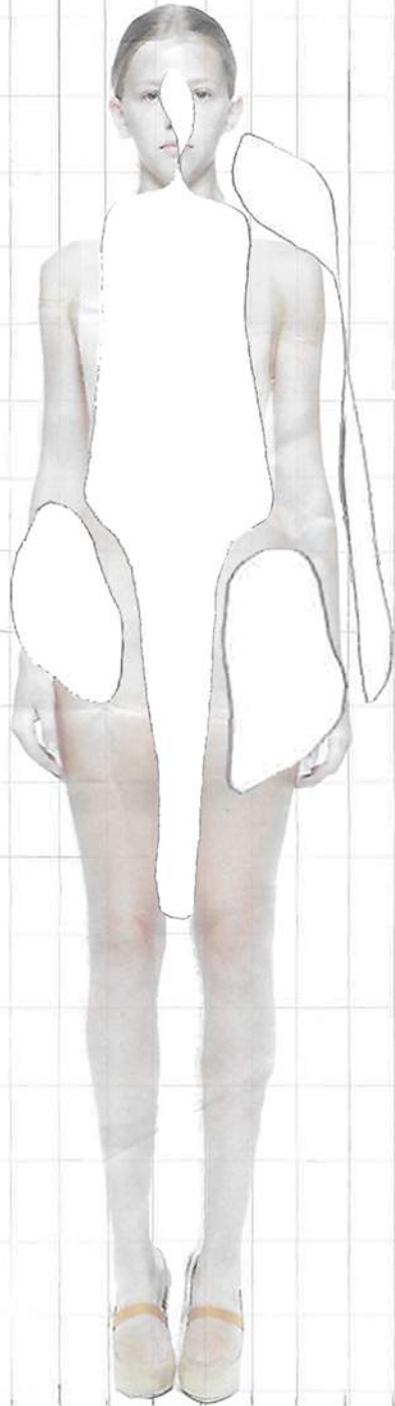
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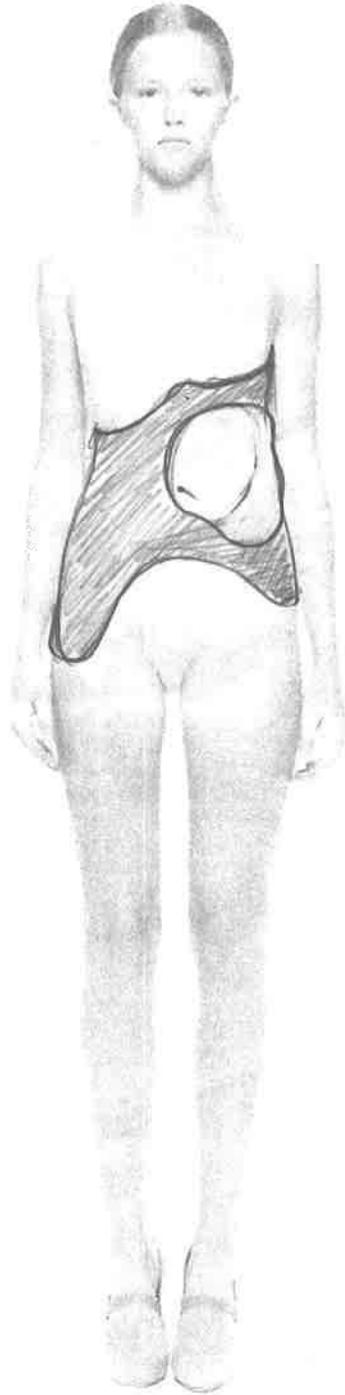
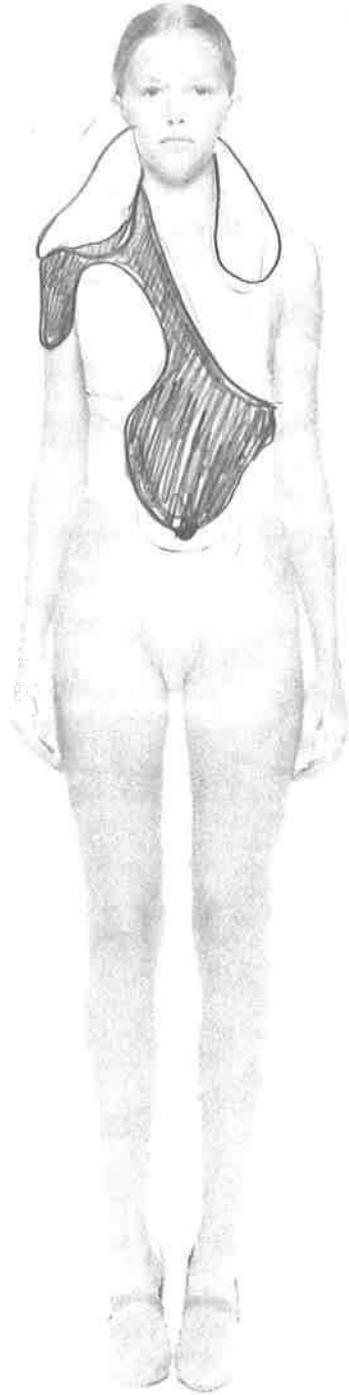
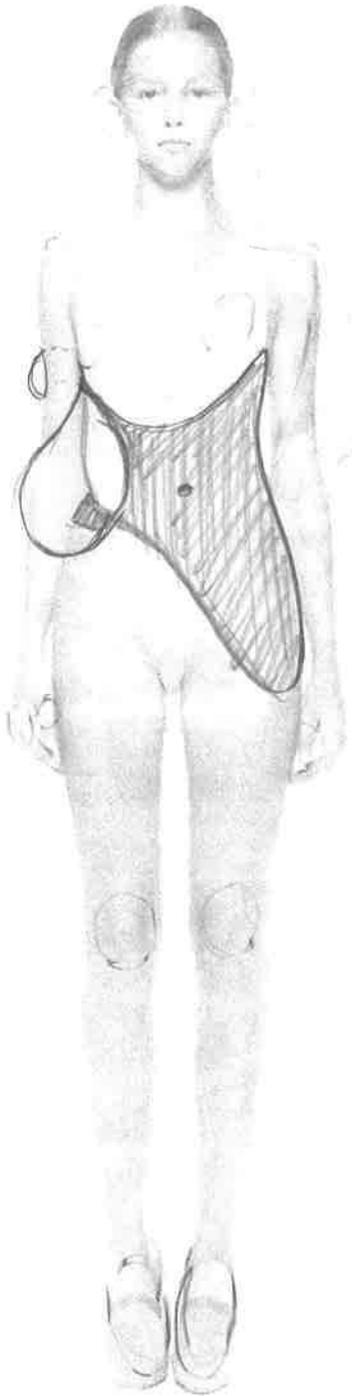
3. INFORM_ THE SMELL



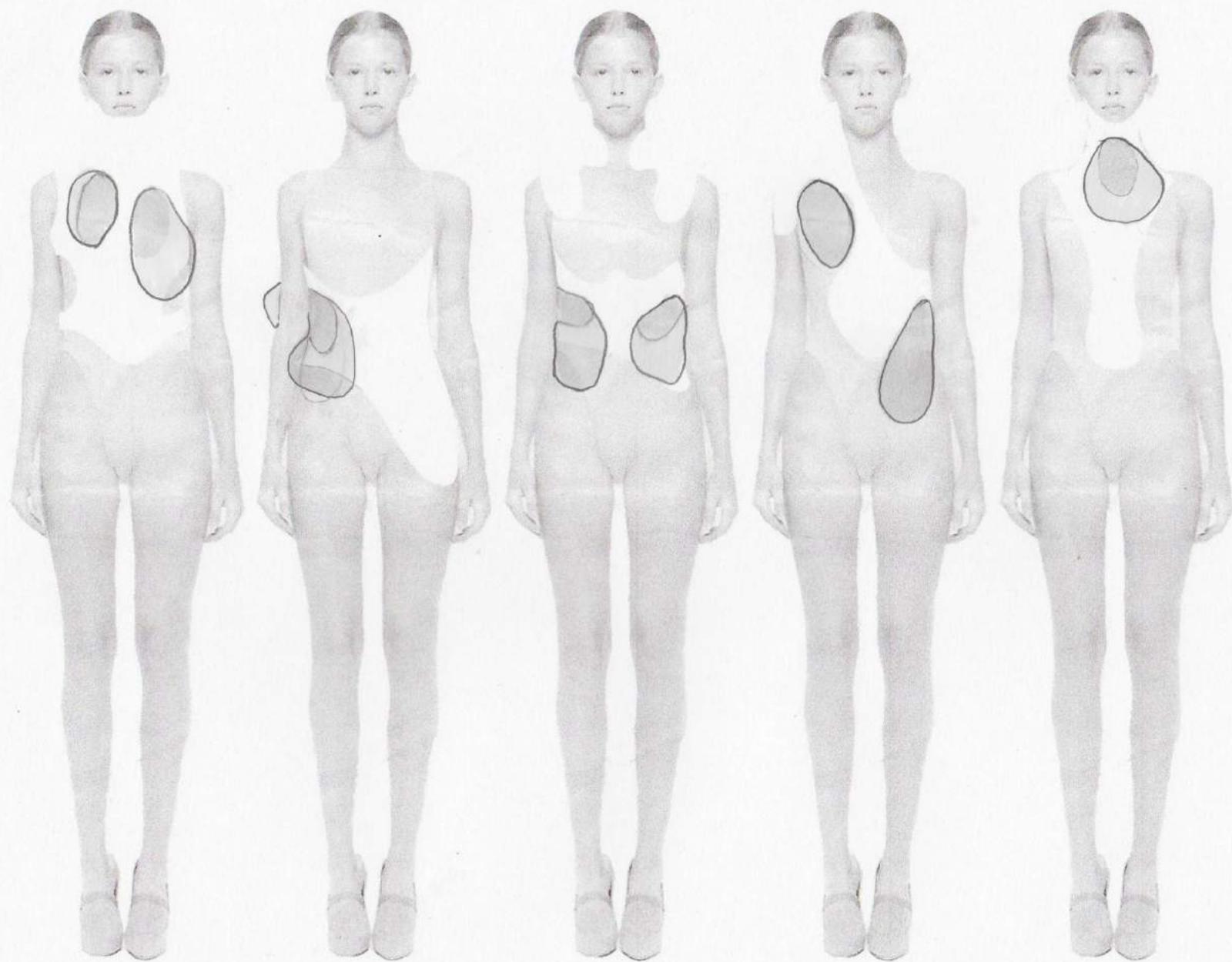
2. EDUCATE_ DESIGN DEVELOPMENT



Support - adapted to less
physical lifestyle -



(F)



2. EDUCATE_ DESIGN PROPOSALS

