

Experimentalbüro e57

Experimental Bureau e57



lfuz

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'Experiments' – ?

- Discovering the unexpected
- Analyse results -> new knowledge
- Turn results into ideas, works, art, products

The next level: Experiments as platforms or operating systems

- Rules constitute communication concepts that induce specific (new) views, flows, ideas, insights
- Creative interactions generate a more multifaceted model/understanding of the world

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Special characteristics of particular experiments:

- Usage of conceptual metaphors

(Detection of conceptual metaphors,
removal of conceptual metaphors,
creation of new conceptual metaphors)

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Results of experiments:

- artworks, research projects, products, exhibitions, dialogue, discourse
- views, idea, knowledge, understanding
- fun and satisfaction for participants

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The Experimental Bureau e57

The prototype: Elkenbachstr. 57, Frankfurt,
2005-2016



Das Experimentalbüro



Construction:

- Office, studio, exhibition
- in a shop with display and regular 'open doors' (twice a week)



Methods:

- Exhibited elements draw the curiosity of (accidental) visitors while irritating components make it impossible to understand the place immediately ("What is this?")

Das Experimentalbüro



Effects:

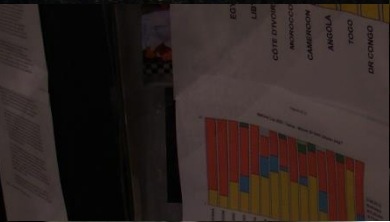
- The unconventional discourse/experience of the visit provides a deeper impact and intellectual inspiration even if the visitor does not become directly involved later on
- The Experimental Bureau is fertilizing cultural, educational, and economical development in its environment

Das Experimentalbüro



The Experimental Bureau e57 and its 'open doors' has been operating in Frankfurt since 2005.

The idea has consistently been improved and several connected operating (platform) experiments have been developed.



Example experiments (1): Transshopping

- The consumer becomes creative while shopping
- The artist is confronted with a challenge that turns into an extraordinary inspiration

TRANSSHOPPING

Example experiments:

TRANSSHOPPING

Construction:

- An easy rule set is created that shapes a syntax of communication between a shopper and an artist/designer.
- The definition and naming of an action pattern (Transshopping) creates awareness of a new option
- Disturbing the concepts of property and control of creativity changes processes

Example experiments:

TRANSSHOPPING

Concrete results:

- new unique designs/artworks that would not have been possible by the artist alone
- an alternative idea of a shopping concept
- different interpretations of the concept by different artists and shoppers!
- exploration, fun, experimenting

Example experiments:

TRANSSHOPPING



INPUT BY SHOPPER:
TIE, SCARF, MALE T-SHIRT



POV
Creative Control

The burgeoning trend of transshopping is pushing the boundaries of both the way you shop and the way artists create. BY DANIEL FURBER

ORIGINALLY STARTED in Frankfurt, Germany, an accidental experiment to use how different forms of connectivity arise from different means of communication, transshopping has become an underground trend experiment that is rapidly spreading to every continent.

Here's how it works: First, a shopper brings in from a shop, an old item, a photograph, or an art piece, the "transshopper." The shopper then budgets and shops, supplementing with other creative materials. The transshopper creates something new, completely of their choosing, out of the given item. However, it's only because of the vintage perfume bottle (which she should know... the only limit for a transshopper is their own creativity).

"There are two simple, basic rules," explains Sisk, artist and founder of Transshopping. "You add, you cannot take away, and the other cannot be used for more than it was made out of." Both influence the process, but you do have creative control. It is a creative way to support local artists, but it does require "a bit of ecological fun."

There are now transshoppers between 50 and 100 transshoppers around the world, many of whom work on their own terms. In transshopping projects in between works, transshoppers from the region, "Transshopping is still a new and unexplored area," he adds. "You can't wait until you can't see any more offering it. Take the initiative yourself."

The adventure is in the unknown, however, so make sure that you choose an artist or designer whose work you enjoy, so that your grand creation is both a useful piece back to you as a one-of-a-kind work of art you proudly display.

Support Local One way of transshopping is the way of supporting local artists, which is the original reason for the trend. The other reason is that it's a way to make out of it. Both influence

Example experiments (2): **FUFF**

a complementary but revolutionary approach
to university, studying and research:
experimental and explorative



Example experiments:



Construction:

- a simple rule:
 - be different from conventional university
- projects become complex quickly:
 - the underlying concepts of university we have in our understanding offer countless options for complementary properties, forms, actions, and results

Example experiments:



Methods:

- the projects start with the vision of the initiator
- they are constantly dynamically remodelled fit to the composition of participants and the results of the steps

Example experiments:



Methods:

- the whole toolset of experiments (e.g. metaphors, complementarity) can be used to make each project unique
- to achieve this, the projects get assistance, coaching, tutoring from **FUFF** / Ifuz

Example experiments:



FUFF itself serves as a platform for (your) 'experiments' – examples include:

- Future of media
- Internet of animals
- Cosmic monopoly
- The 'murder' of Kurt Cobain
- etc.

Example experiments:



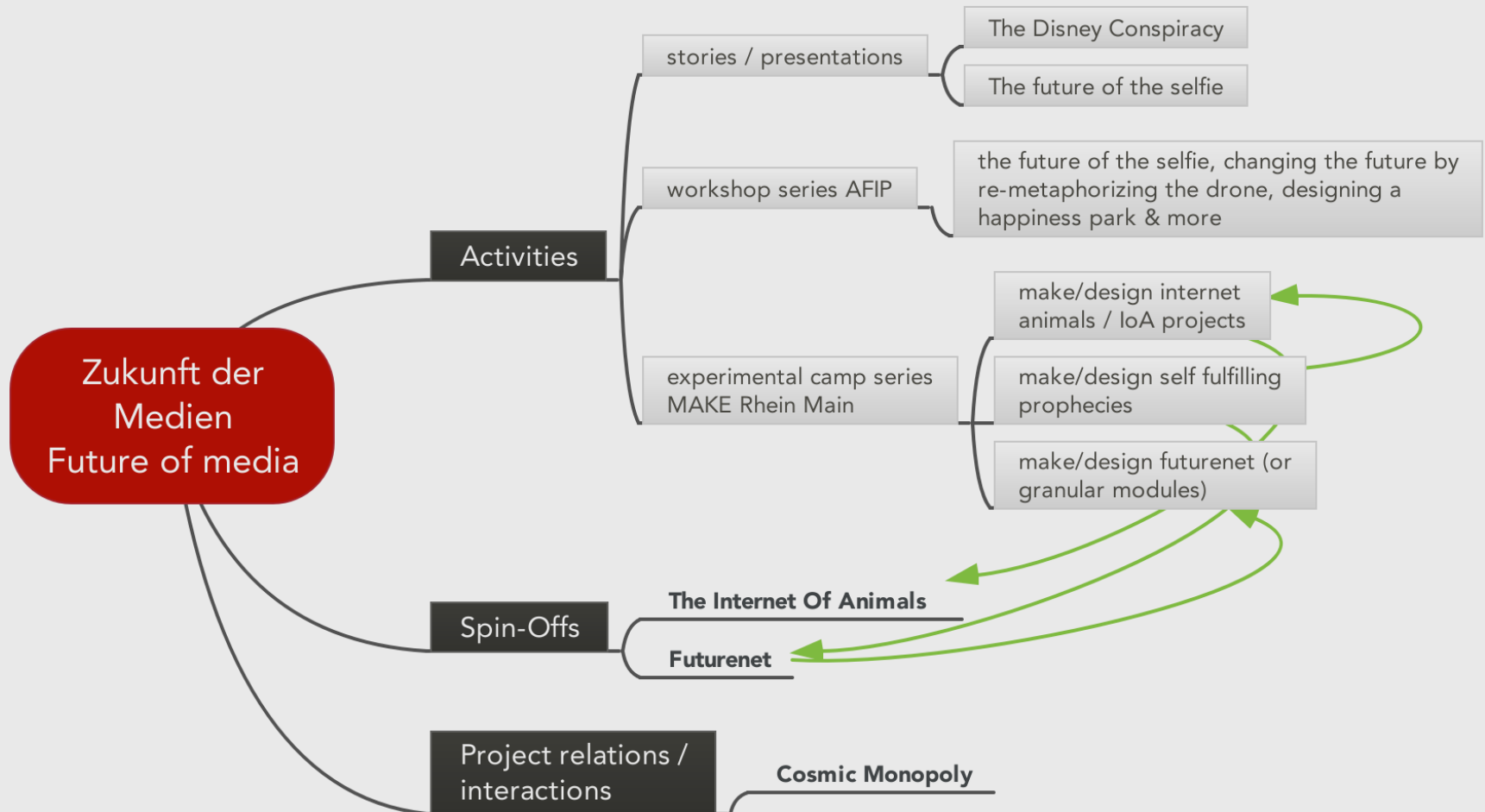
Example:
Future of media



Initiated by a media researcher (Dirk Engel)

Can I gain a better and more accurate idea of future developments than through traditional data projection?

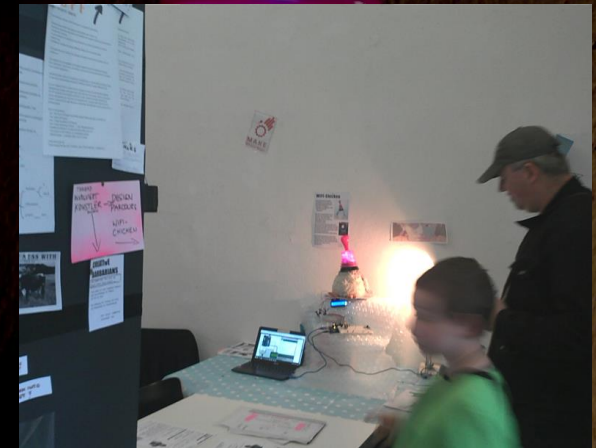
Example experiments:



Example experiments:



Future of media



Example experiments:



Future of media - some characteristics

- integration of asymmetric and asynchronous contributions and involvement from both non-local and local participants
- participants from all age groups and most different professions and backgrounds

Example experiments:



Future of media – some results:

- a motivating conspiracy theory
- future communication scenarios
- a bunch of surprising self-fulfilling prophecies
- learning and understanding metaphors

Example experiments:



and –

results can lead to whole new projects:

example:

Future of media -> The Internet of Animals

Example experiments:



The Internet of Animals



What will happen when humans start to connect animals to the internet (like things)?

- What will be the motivation?
- What will it look like?
- What might be benefits, dangers?

*and what is benefits, dangers?

Example experiments:



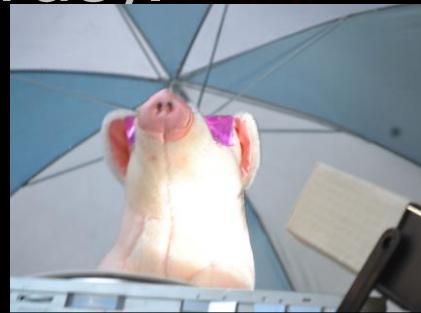
Project participation example:
Artists are creating fantasy internet animals
(even winning awards).



7. HÖCHSTER DESIGNPARCOURS
27.11.2015 – 29.11.2015
STERNENLÖCHER PL. 10A, 100, SA. & SO. 10ET. 10ET.
ZEITGLEICH MIT DEM HÖCHSTER WEIHNACHTSMARKT

Sonderpreis
lfuz
e57

- Das Huhn mit WiFi-Griffglocke



Example experiments:



These visions flow back to other participants and are analysed, discussed and even prototyped or thought further.

Example experiments:



Because of the complementary idea of
FUFF,
projects do not end...

Example experiments



With Transshopping and FUFF (and others!) Ifuz / the **Experimental Bureau e57** has set up platforms on which not only artists but people from all kind of backgrounds are developing ideas, gaining whole new insights, or just having fun participating in some way.

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