



CANDY SHOP: GETTING BACK WHAT YOU GIVE

A thesis project by Thalia Kasseem

THESIS CONCEPT

Candy Shop: Getting Back What You Give is an interactive installation communicating the lack of value social media companies accord to human life. As the number of social media users has drastically increased throughout the years, the reckless exploitation of the user's time has become pervasive in society. Social media companies manipulate as many users as possible into wasting as much time as possible on their sites in order to maximize their profits. The installation visualizes the revenues generated from the individual user's time spent on the platforms using candy. In contrast to these small amounts (at times fragments) of candy, large format illustrations of candy mountains representing the overall superfluous revenues generated by the companies on a daily basis hang on the walls of the installation. Candies operate as a metaphor for the unfair exchange between the companies and the users; they represent the toxic allures of these platforms, whilst also symbolizing the happiness stolen away from the users by the companies. ***Candy Shop: Getting Back What You Give*** was created in an attempt at making the users question their commitment to their screens.

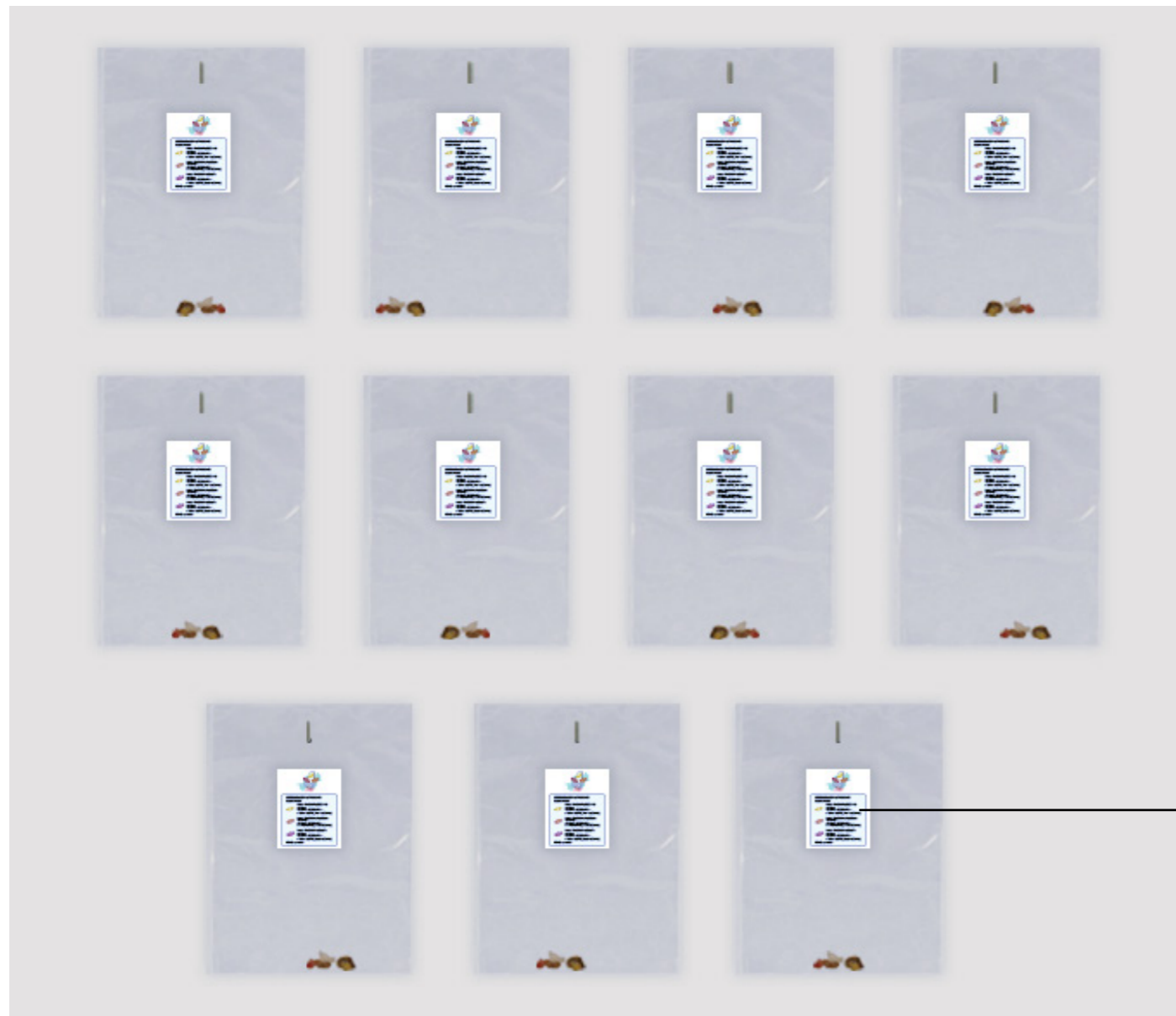
RESEARCH

APP	REVENUE PER USER PER MINUTE
FACEBOOK	€ 0.00126
INSTAGRAM	€ 0.00050
WHATSAPP	€ 0.00065


Calculation: Average Revenue per User per Year/ Average Number of Minutes per User per Year*

RESEARCH


APP	CANDIES PER MINUTE (UNITS)
FACEBOOK	0.00380 Ferrero Rocher
INSTAGRAM	0.00157 Caramel
WHATSAPP	0.00485 Bonbon Gomme





The consumption of the 11 AMT exhibiting artists (30 x 40 CM Plastic bags)



GETTING BACK WHAT YOU GIVE
USER: THALIA

 **DAILY TIME ON FACEBOOK:**
41 MINS
CANDIES GENERATED:
0.16523 (UNITS), 1.9475 (GRAMS)

 **DAILY TIME ON INSTAGRAM:**
109 MINS
CANDIES GENERATED:
0.17113 (UNITS), 0.8938 (GRAMS)

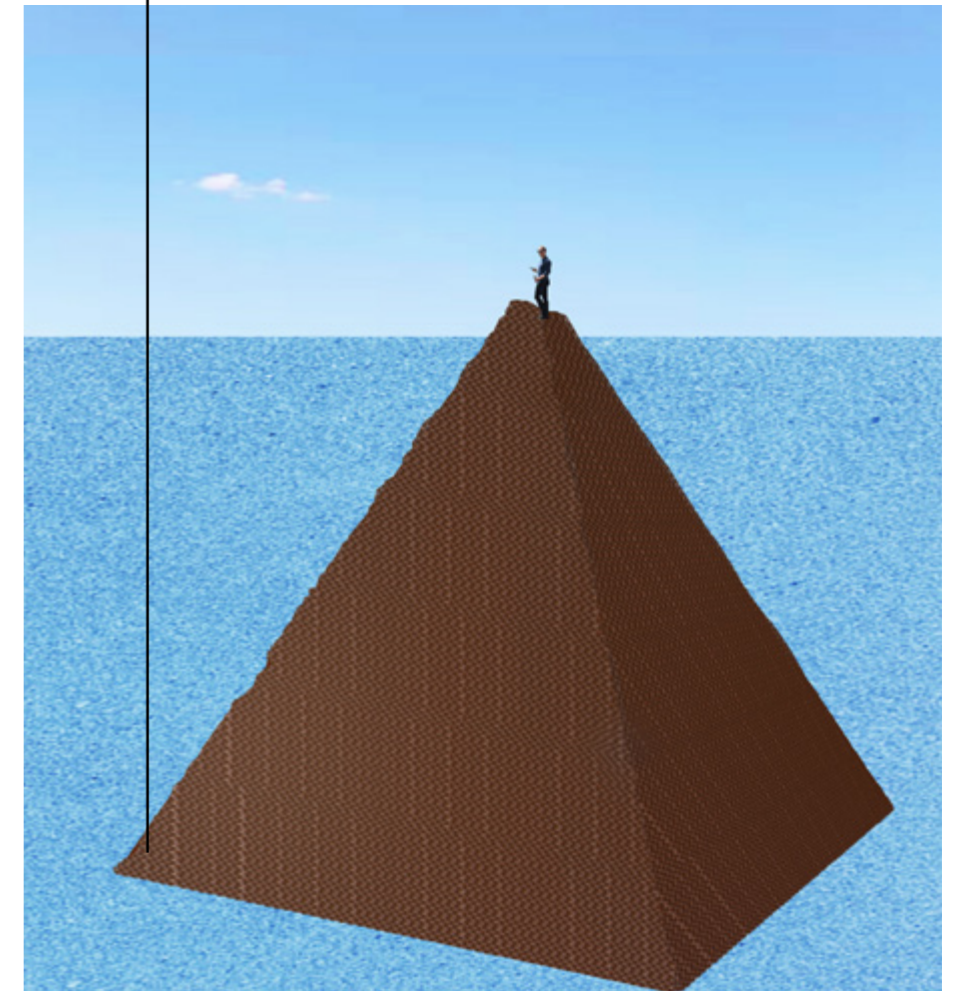
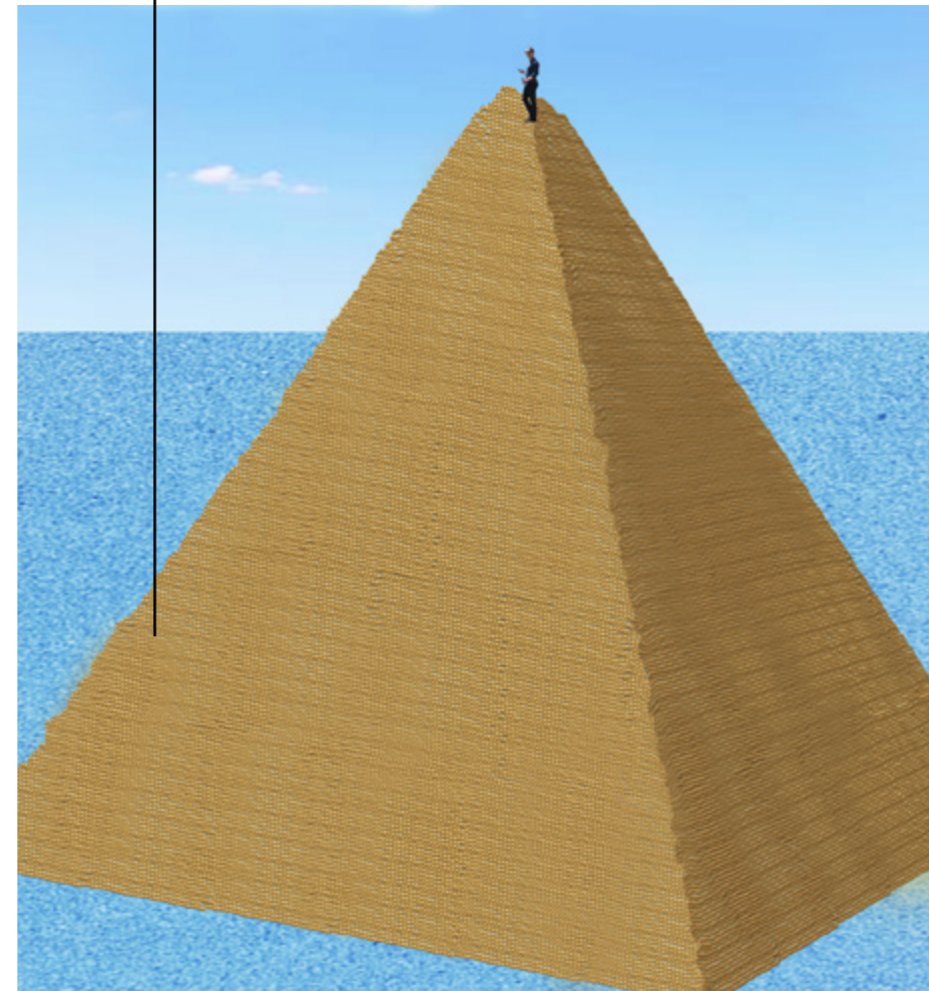
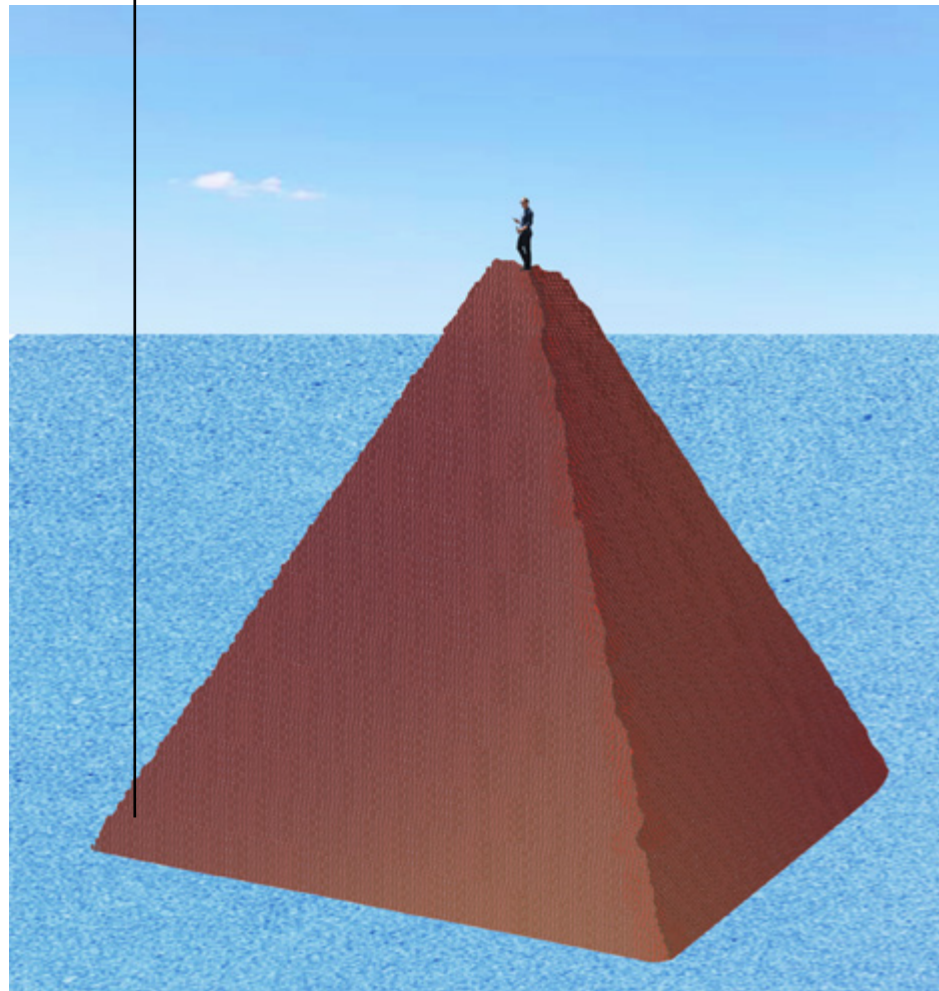
 **DAILY TIME ON WHATSAPP:**
81 MINS
CANDIES GENERATED:
0.39285 (UNITS), 0.9801 (GRAMS)

PRICE: 0.1706 €

Sticker label (9 x 11 CM)

ELEMENT 2

ILLUSTRATIONS



MARK STANDING ON HIS PILE OF BONBON GOMME

Average daily revenue: 195.5 M € *

Pyramid height: 23.2 meters

Number of candies: 1479 Million

**Source: Facebook Investor Relations*

MARK STANDING ON HIS PILE OF FERRERO ROCHER

Average daily revenue: 195.5 M € *

Pyramid height: 36.31 meters

Number of candies: 591 Million

**Source: Facebook Investor Relations*

MARK STANDING ON HIS PILE OF CARAMELS

Average daily revenue: 195.5 Million € *

Pyramid height: 21.74 meters

Number of candies: 618 Million

**Source: Facebook Investor Relations*



LINK



Precision: 0.01g



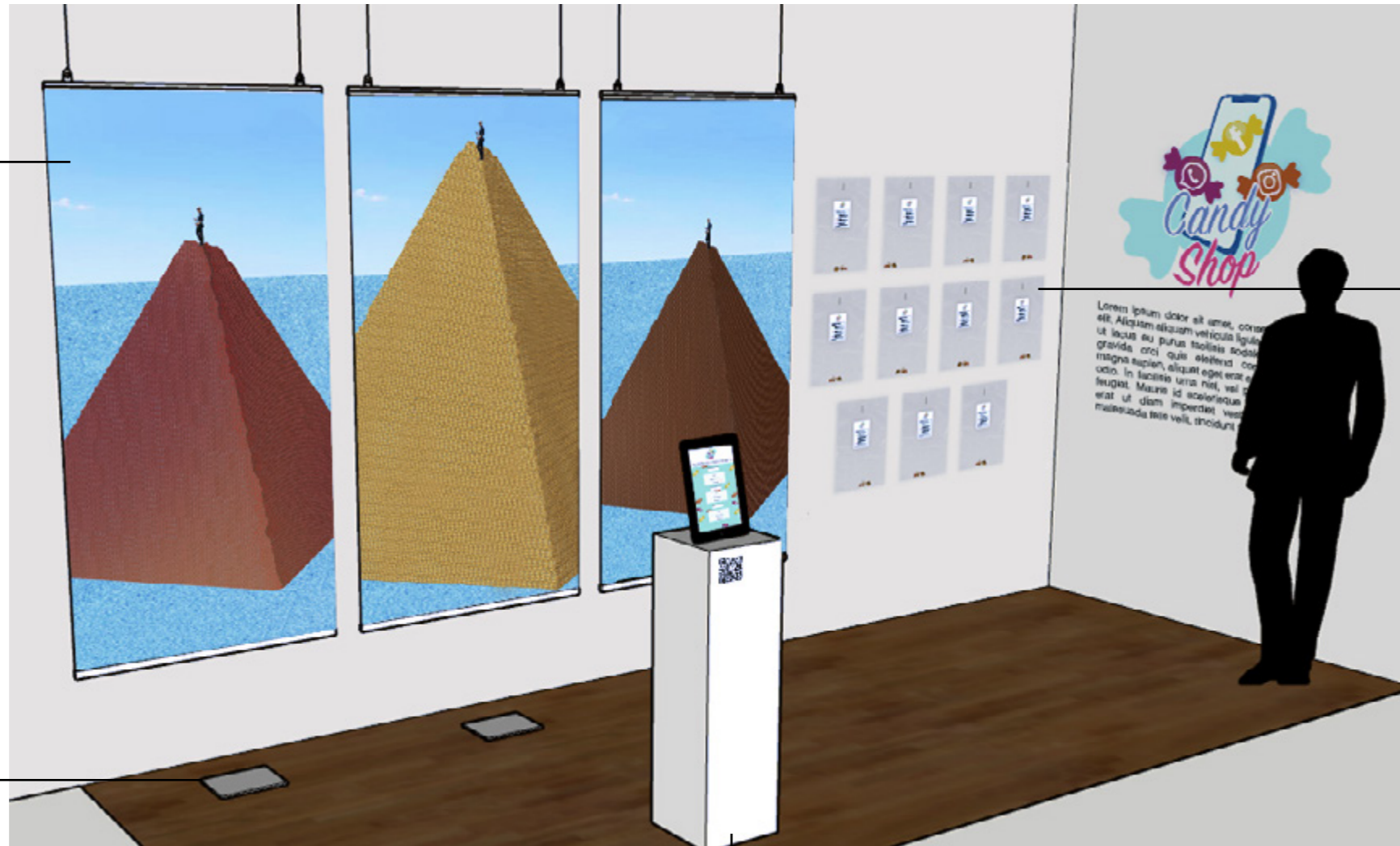
Storage for candy bags, tissue box and gloves

Trash bin for candy residues

INSTALLATION

2 x 5 SQM SPACE

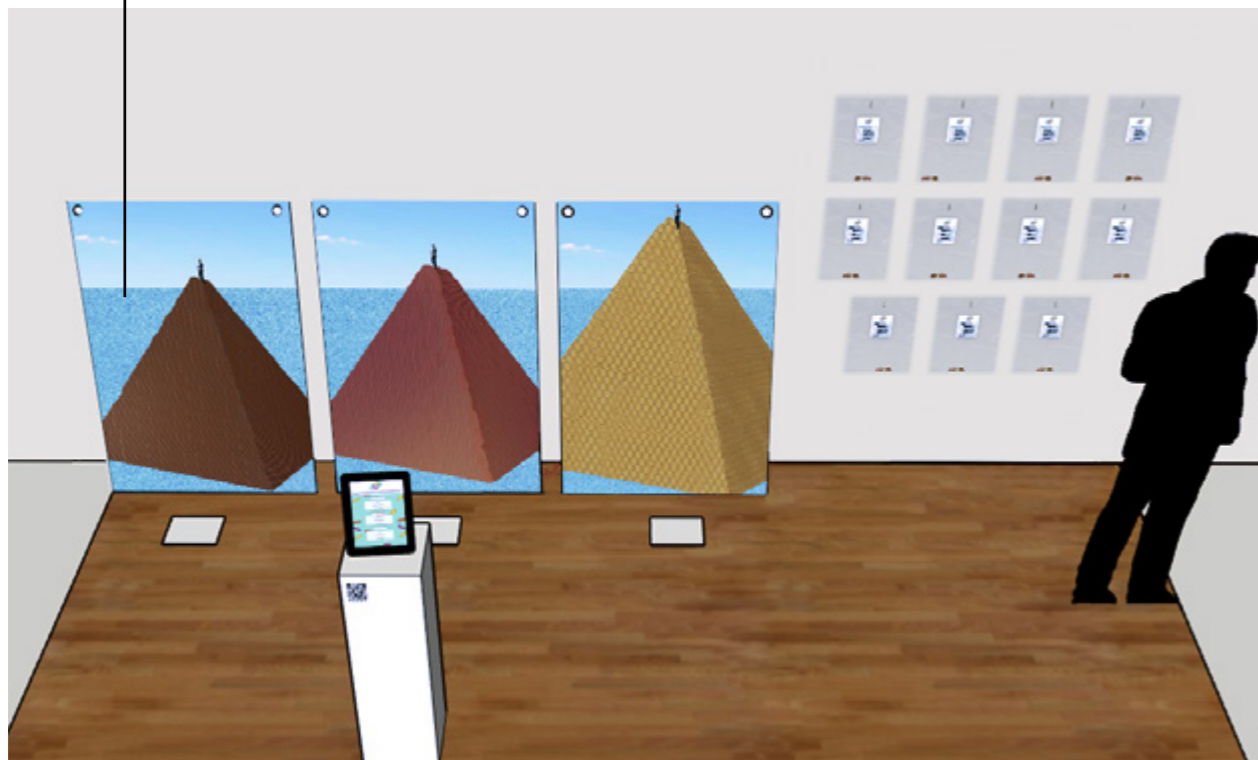
Posters hanging from ceiling (1 x 2 meters)



On display: the social media consumption of the 11 exhibiting AMT artists

Description of illustrations

Cardboard panel (1 x 1.5 meters)



Conversion app accessible from iPad

Kakemono Rollup (0.85 x 2 meters)



PRODUCTION PLAN

WEEKLY SCHEDULE	TASKS	DURATION
WEEK OF SPRING BREAK	Refinement of installation based on feedback	
WEEK 1: Gathering materials	Delivery of cart + candy jars + cutting mat + bin from IKEA	1 week
	Adjustment & Delivery of pyramid prints from production company	3 days
	Delivery of scale from Amazon	3 days
	Purchasing of candies from Le Bon Marche + Monoprix	1 day
	Purchasing of sticker paper from Darty	
	Purchasing of hinge screws + wall plugs from Leroy Merlin	
WEEK 2: Installing	Printing of sticker labels + preparation of candy bags	1 day
	Installation of work in the exhibition space	2 days

THANK YOU

PROCESS



Pharmacy, Damien Hirst, 1992



Untitled (Ross in L.A.), Felix Gonzalez-Torres, 1991

ART & DESIGN PRECEDENTS



Data Shop, Varvara & Mar, 2017

SOURCES

https://s21.q4cdn.com/399680738/files/doc_financials/2020/q4/FB-Earnings-Presentation-Q4-2020.pdf

<https://buildfire.com/instagram-revenue-and-usage-statistics-breakdown/>

<https://www.businessofapps.com/data/whatsapp-statistics/#2>

<https://www.broadbandsearch.net/blog/average-daily-time-on-social-media>