

CONCEPT UPDATES

SHORT:


Candy Shop is a store-like interactive installation communicating the little value social media companies accord to human life. The installation visualizes into candy fragments the revenues generated from the individual user's time spent on the platforms. In contrast, illustrations of candy mountains representing the overall superfluous revenues generated by the companies on a daily basis, accompany 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* was created in an attempt at making the users question their unwholesome commitment to their screens.

LONG:

Candy Shop is a store-like interactive installation communicating the little 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 a maximum of time on their sites in order to make a minimum of profit. *Candy Shop* visualizes into candy fragments the revenues generated from the individual user's time spent on the platforms. In contrast, illustrations of candy mountains representing the overall superfluous revenues generated by the companies on a daily basis, accompany 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* was created in an attempt at making the users question their unwholesome commitment to their screens, a widely spread phenomenon present within today's society at large.

CONVERSION APP + LOGO



+

Welcome! Enter your social media screen time below, and show the results to the cashier. You can consult your daily consumption on the 'ScreenTime' feature of your iOS device or the 'Digital Well-Being' feature of your Android.

Time on Facebook (minutes)

Units:
Amount (grams):
Price (euros):

Time on Instagram (minutes)

Units:
Amount (grams):
Price (euros):

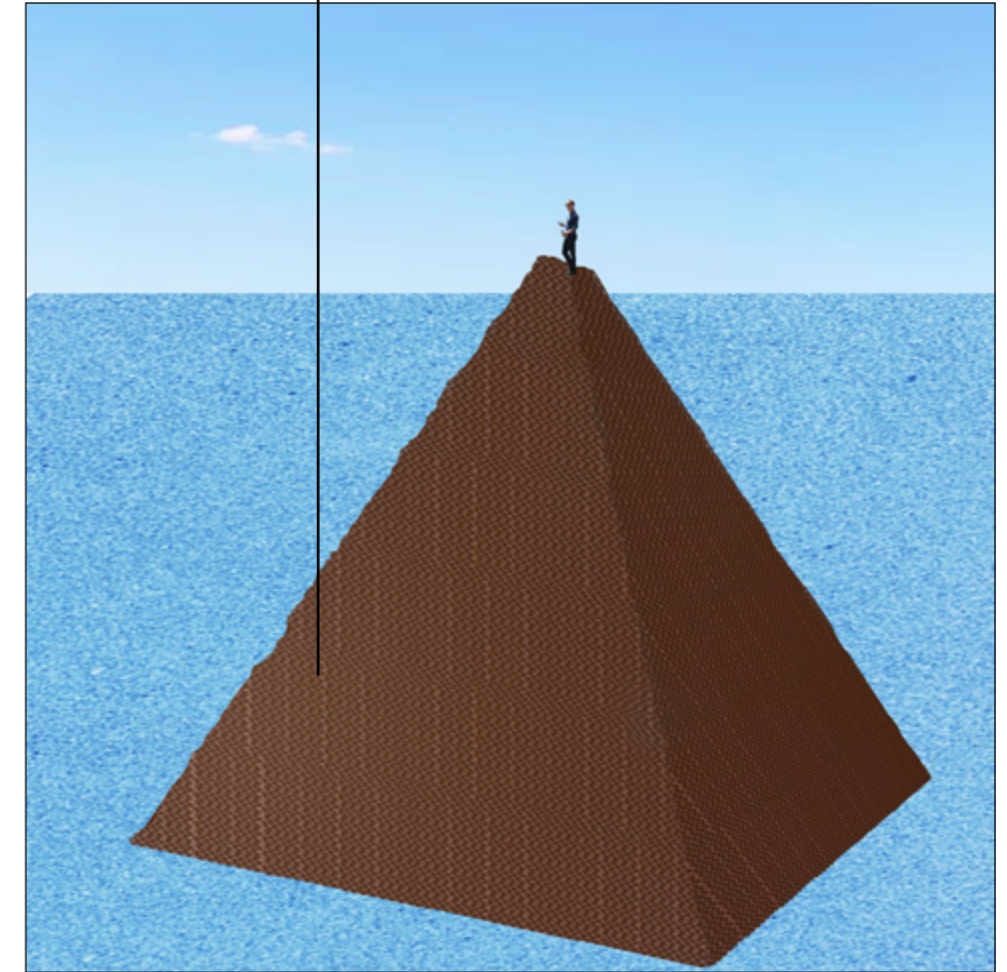
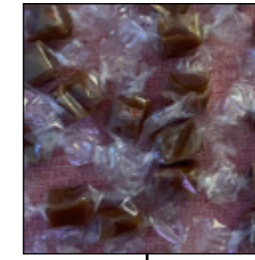
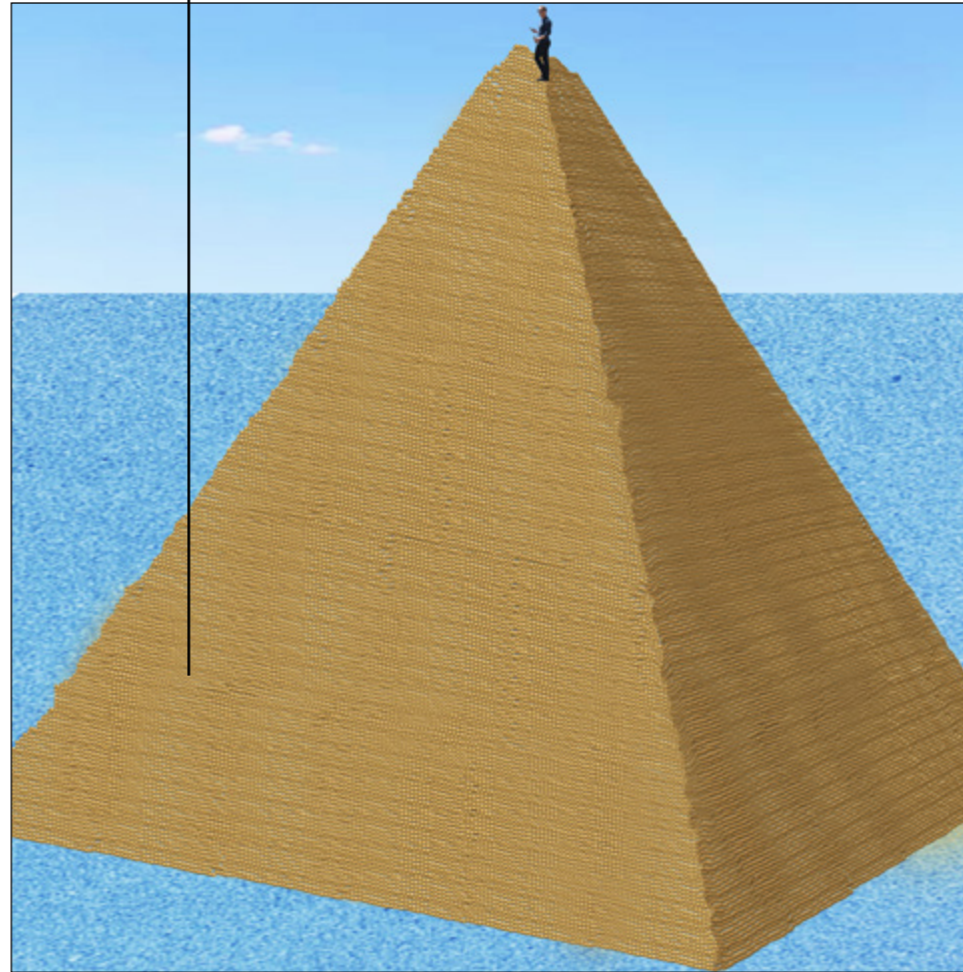
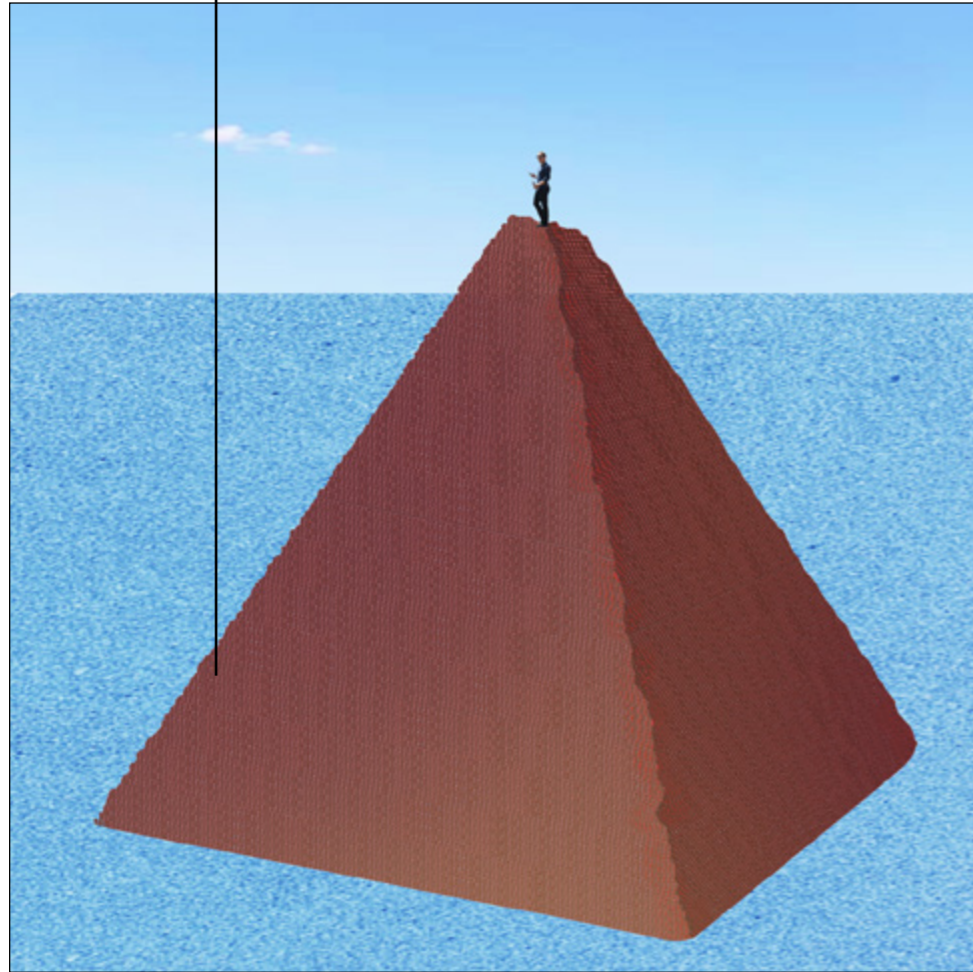
Time on Whatsapp (minutes)

Units:
Amount (grams):
Price (euros):

©new

[LINK](#)

VISUALIZATION UPDATES



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*



Thalia's daily consumption

41 mins on FB: 0.1558 Ferrero Rocher
109 mins on IG: 0.17113 Caramel
81 mins on Whatsapp: 0.3929 Bonbon Gomme



Average user's daily consumption

58 mins on FB: 0.2204 Ferrero Rocher
56 mins on IG: 0.08792 Caramel
28 mins on Whatsapp: 0.1358 Bonbon Gomme

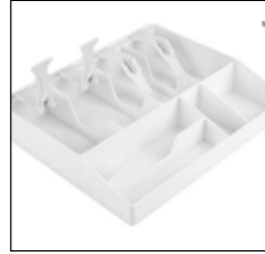
INSTALLATION V.1

3.1 X 3.1 SQM SPACE

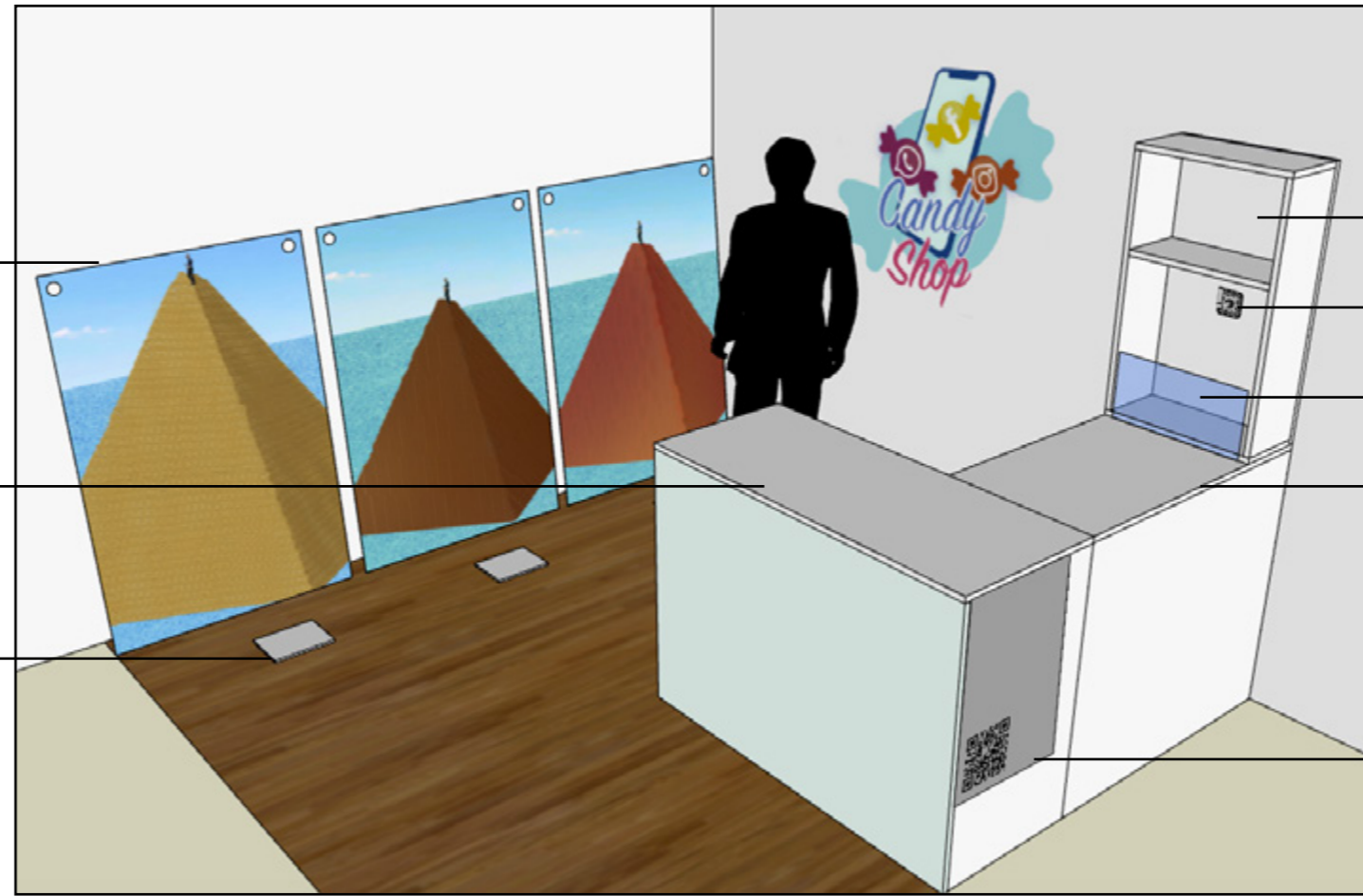
Cardboard panel 1 x 1.50 meters



(precision 0.01g)

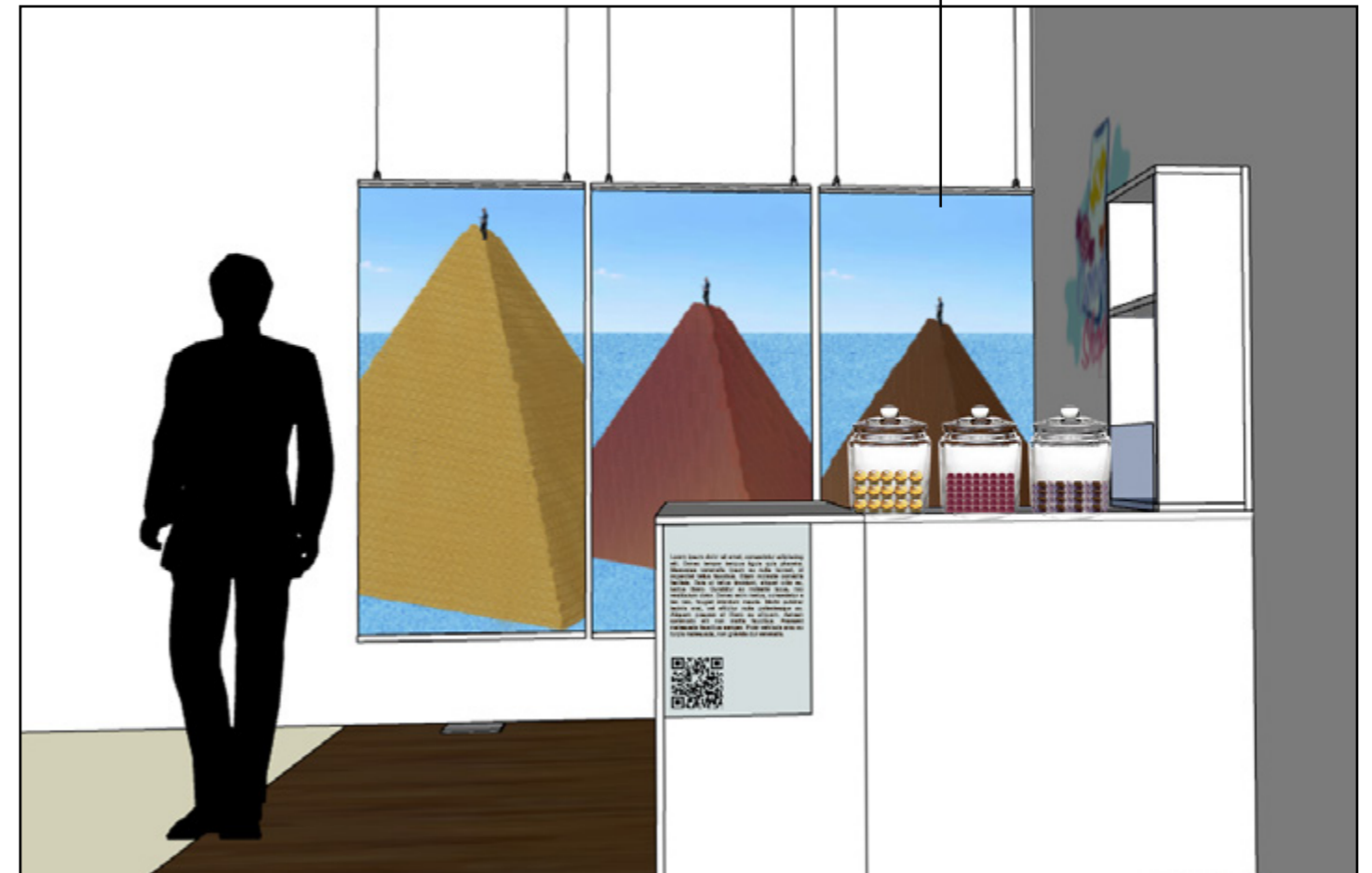
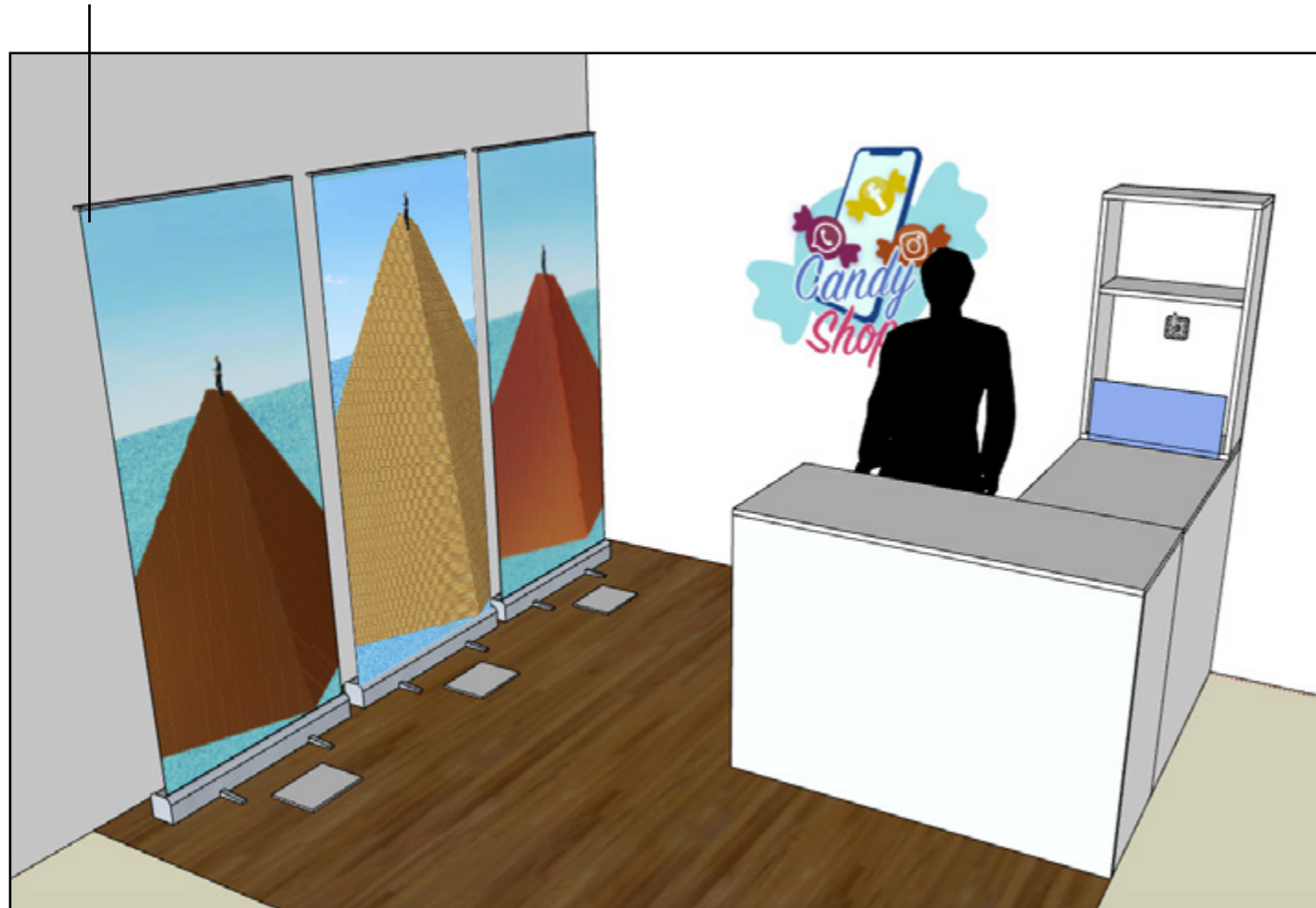


Description of illustrations



Kakemono Rollup 0.85 x 2 meters

Posters hanging from ceiling 1 x 2 meters



STICKER LABEL V.1



OR



INSTALLATION V.2

2 X 5 SQM SPACE

iPad displaying conversion app

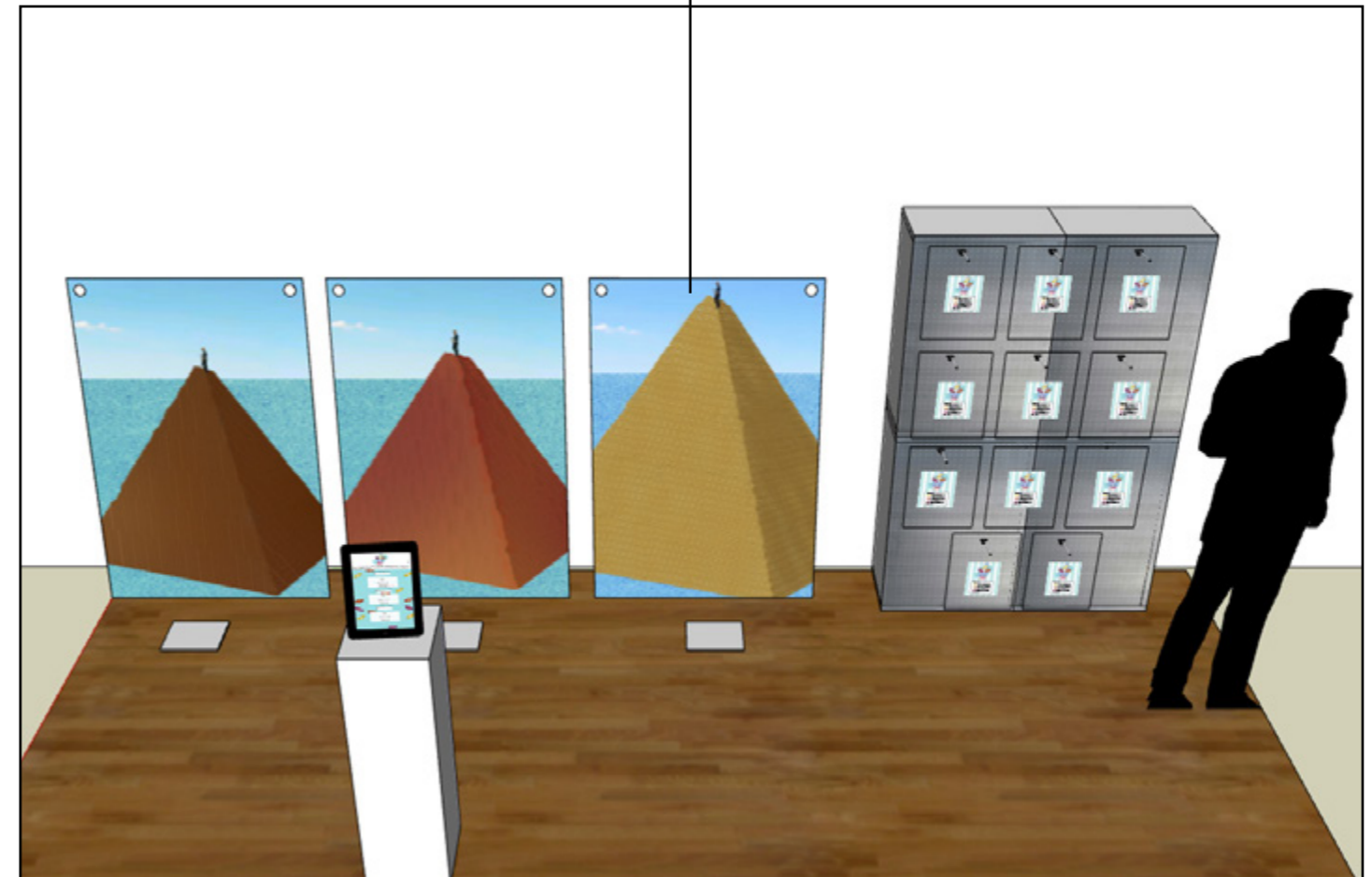


Posters hanging from ceiling 1 x 2 meters

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

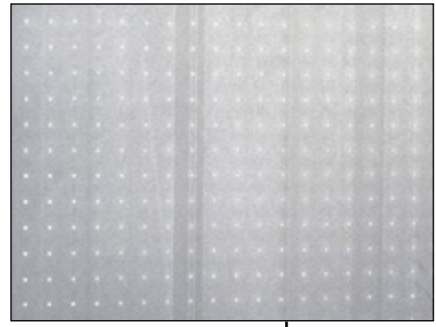
Kakemono Rollup 0.85 x 2 meters

Cardboard panel 1 x 1.50 meters

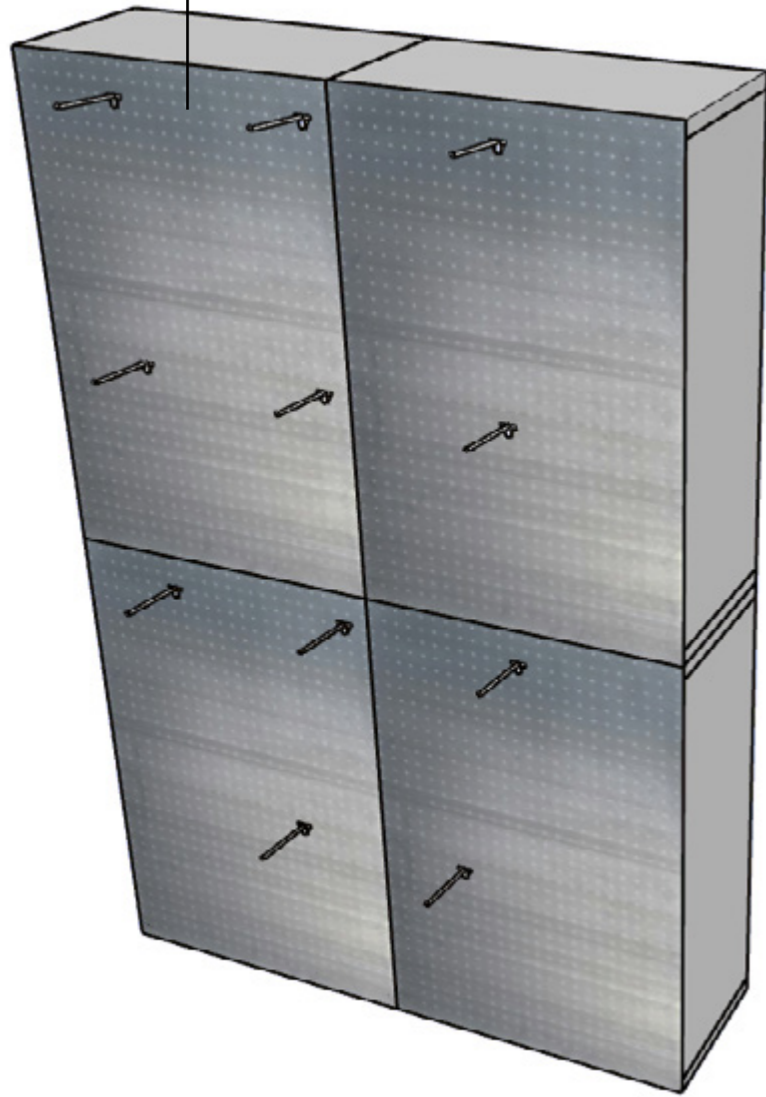


INSTALLATION V.2

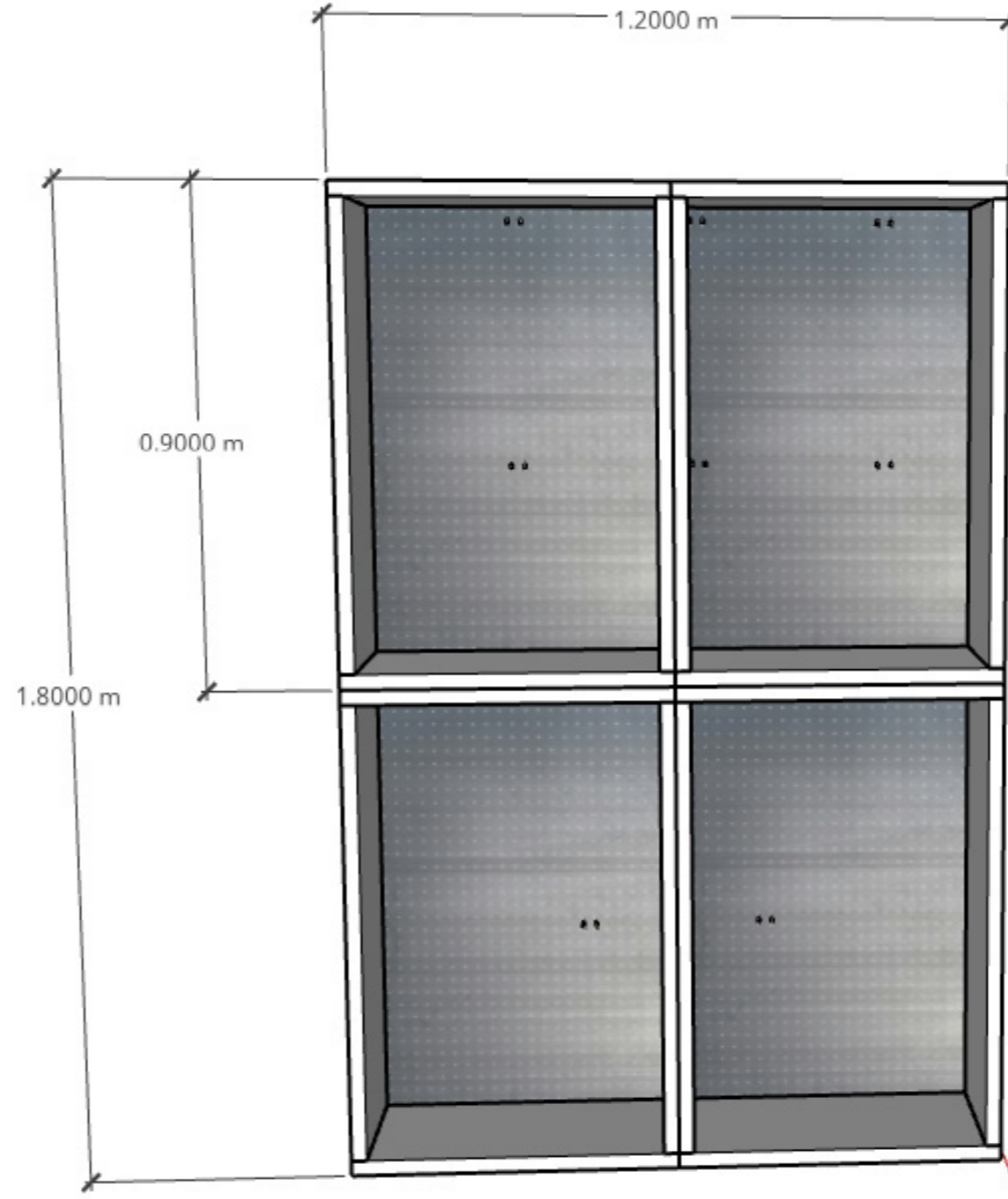
STRUCTURE DETAILS



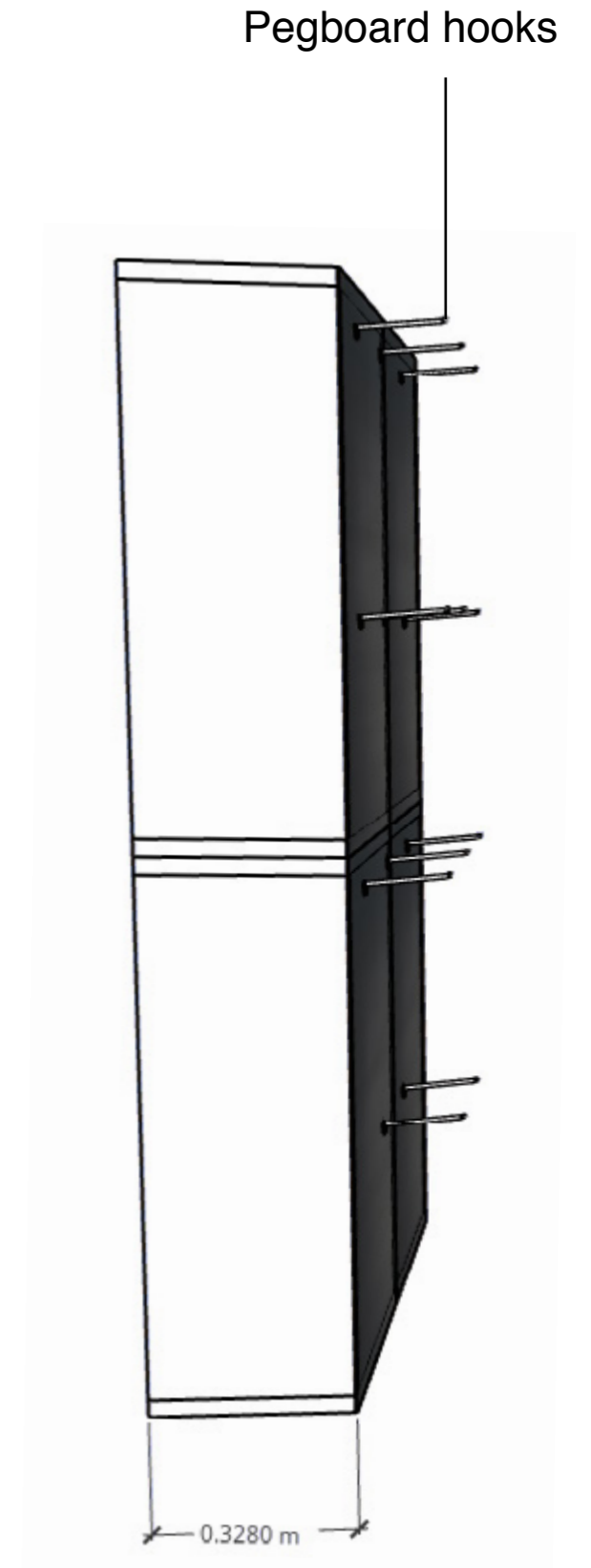
Pegboard



FRONT



BACK



SIDE

STICKER LABEL V.2



USER: THALIA

 **TIME ON FACEBOOK:** 41 MINS
CANDY GENERATED: 0.16523

 **TIME ON INSTAGRAM:** 109 MINS
CANDY GENERATED: 0.17113

 **TIME ON WHATSAPP:** 81 MINS
CANDY GENERATED: 0.39285

PRICE: 0.1706 €

AREAS OF CRITIQUE

1. Concept

2. Installation