

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



Cart for candy cutting sessions

Posters hanging from ceiling (0.8 x 1.2 meters)

Description of illustrations

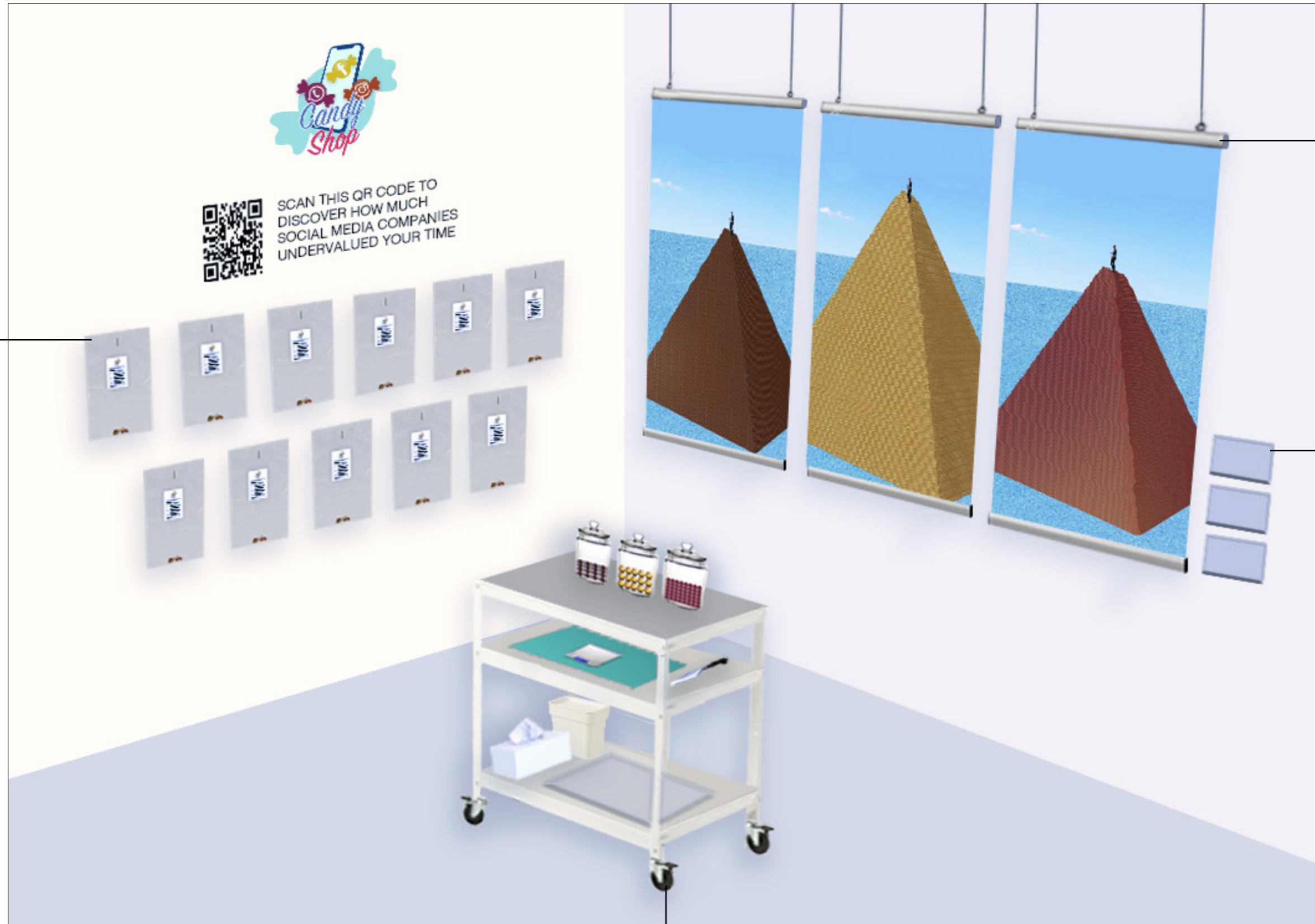




Thalia wearing cooking apron



Thalia wearing lab coat

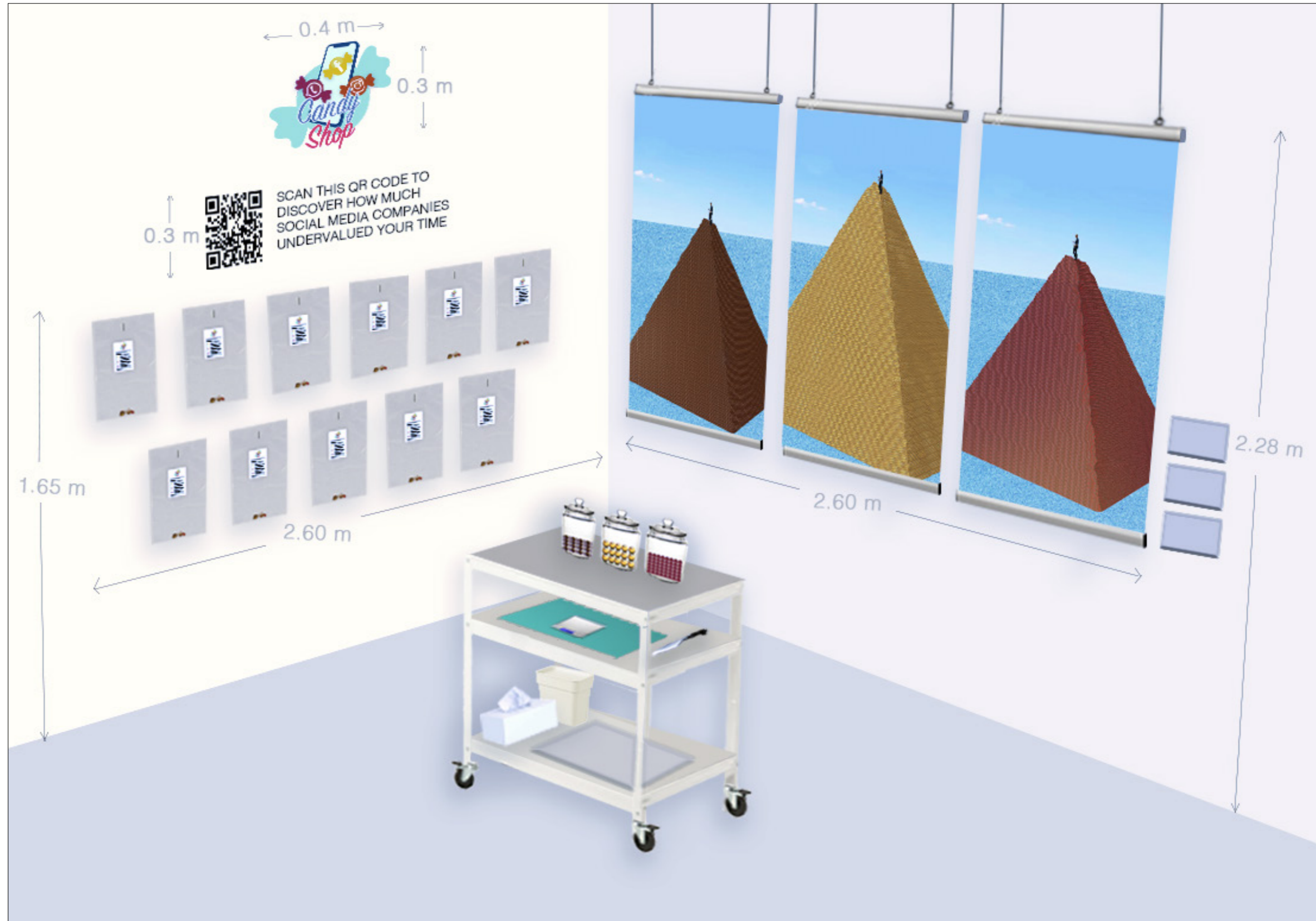


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INSTALLATION DETAILS


STICKER LABEL





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



USAGE TIME AND VALUE
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)

TOTAL PRICE: 0.1706 €

Sticker label (9 x 11 CM)

INSTALLATION DETAILS

CANDY CART



Scale (Precision 0.01g), Cutting mat, Knife

Candy jars + Candy cutting session schedule

Candy bags, Bin, Tissues, Gloves

IKEA BROR Utility Cart



**CANDY SHOP: GETTING BACK
WHAT YOU GIVE**

COME GET FREE CANDY!

A 20 minute value analysis session where the time you have donated to Mark Zuckerberg is given back to you in candy bags for free.

SLOT 1 12-12:20 PM

SLOT 2 3-3:20 PM

SLOT 3 5-5:20 PM

- CONTEXT

Visitor walking around the installation

OR

Visitor waiting in front of the candy cart

- ACTION

Person standing behind the cart: “ Hello! Would you like to get back free candy for the time you spent on social media?”

Visitor replies with yes.

Person standing behind the cart grabs conversion app on phone and asks: “ How much time did you spend on Facebook/Instagram/Whatsapp today?”

Visitor shares his/her daily usage time.

Person standing behind the cart enters the values on his/her phone and scales and cuts candy based on the results on the phone.

Person standing behind the cart gives the candy bag to the visitor and says : “This is how much social media companies value your time. Have a nice day!”



[LINK](#)

INSTALLATION DETAILS

DESCRIPTION OF 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*