



AFTER THE SPIRIT AND IN THE FORM



SEMESTER-LONG PROJECT
POP-UPS II: AFTER THE SPIRIT AND IN THE FORM

BACKGROUND

The Store, or My Store, or the Ray Gun Mfg. Co., located at 107 East 2nd St., NYC, is eighty feet long and is about ten feet wide. In the front half, it is my intention to create the environment of a store by painting and placing (hanging, projecting, lying) objects after the spirit and in the form of popular objects of merchandise, such as may be seen in store windows of the city, especially in the area where The Store is (Clinton St., for example, Delancey St., 14th St.).

This store will be constantly supplied with new objects, which I will create out of plaster and other materials in the rear half of the place. The objects will be for sale in The Store.

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The one rule of my work is that it must not have any function — it must be completely formal. I begin by removing the function of the thing because its true function is to become an artwork.

— Claes Oldenburg

One of the sources of inspiration for this project is the work of Claes Oldenburg. First, *The Store* (1961), described above, was found during the genesis of the original assignment. Second, *Shuttlecocks* (1994), a collaboration with his wife Coosje van Bruggen, was discovered due to KCAI's adjacency to the work's permanent home — the Nelson-Atkins Museum of Art — and coincided with the writing of the second edition of the assignment: a serendipitous coincidence to say the least.

Three attributes of Oldenburg's work are most inspirational for the project:

- 1 Its reimagination of what a store (or location, or pop-up) could be and do
- 2 Its play with scale and perception
- 3 Its adherence to a clear conceptual framework

Use these attributes as north stars on your journey through this project.

REQUIREMENTS

- Your pop-up must be idea driven — it must have meaning or significance to it, and be more than just a means to sell or offer goods, services, or experiences; rather, its ends must be for the good and benefit of others.
- Your pop-up must be represented by a cohesive visual identity, reflected in both the goods, services, or experiences that it offers and its promotional materials, from social media to printed ephemera.
- Your pop-up must inhabit both physical and digital spaces, but how it lives and how it circulates in these spaces is up to you. In other words, your pop-up doesn't have to primarily exist as a static physical location or a single mode of circulation — its primary existence could be active, distributed, or multi-dimensional.
- The semester will culminate in a collective launch/exhibition of your pop-ups that will coincide with the end-of-semester shows.
- You have the option to collaborate on this project with others — both in and outside of school — as a team no larger than three.