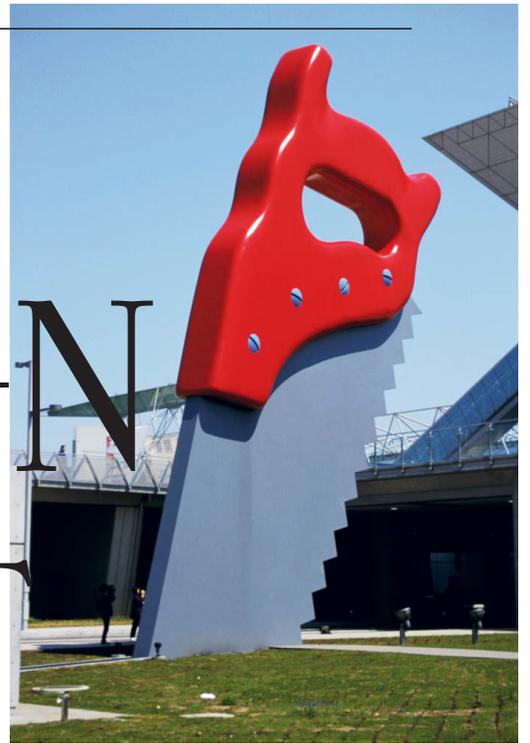


DESIGN THAT DOES SOME- THING



The images on this page are sourced from <https://www.interviewmagazine.com/art/claes-oldenburg>, except for the portrait of Coosje van Bruggen which is from <https://www.latimes.com/local/obituaries/la-me-vanbruggen13-2009jan13-story.html>

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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I am for an art that is political-erotic-mystical, that does something other than sit on its ass in a museum.

— 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. For the third edition, the source of inspiration is Oldenburg's *I Am For...* — a writing he penned in 1961 which he calls a "slightly satirical ode or paean to the possibilities of using anything in one's surroundings (mostly urban) as a starting point for art."*

Four 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
- 4 Its consistency over time and place due to a systematic approach and cohesive visual identity

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

* <https://walkerart.org/magazine/claes-oldenburg-i-am-for-an-art-1961>

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.
- Along with the launch of your pop-up and how its visual identity is implemented across various applications, you are also required to deliver a complete brand/identity guidelines
- You have the option to collaborate on this project with others — both in and outside of school — as a team no larger than three.