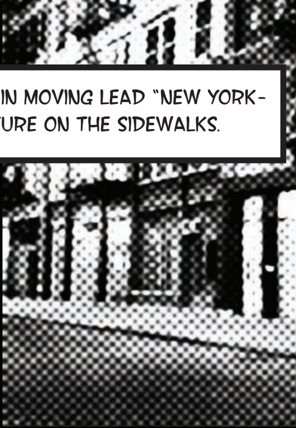
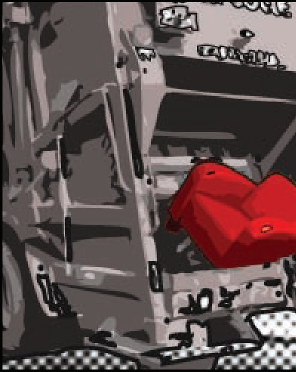
I ❤ NY

GARBAGE



LACK OF TIME AND URGENCY IN MOVING LEAD "NEW YORKERS" TO LEAVE THEIR FURNITURE ON THE SIDEWALKS.

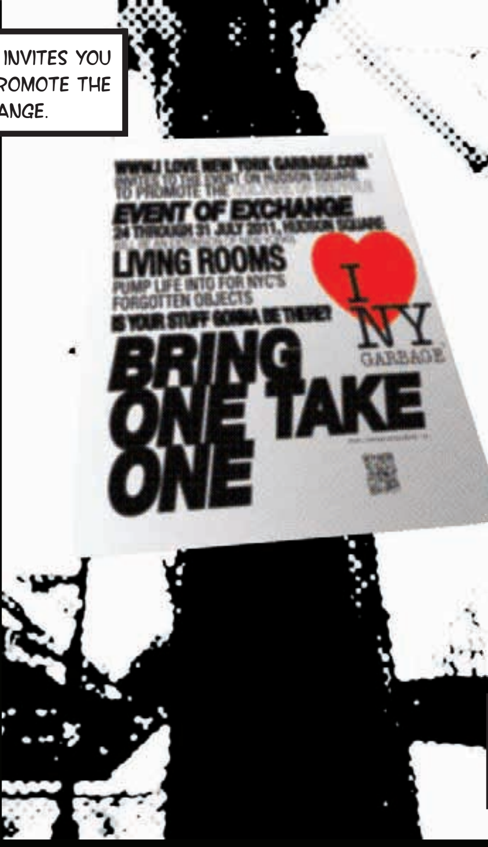
THIS IS HOW IT USUALLY GOES...



...THIS STUFF USUALLY BECOMES NOTHING MORE THAN GARBAGE.

WWW.I LOVE NEW YORK GARBAGE.COM INVITES YOU TO THE EVENT ON HUDSON SQUARE TO PROMOTE THE CULTURE OF RECYCLE: AN EVENT OF EXCHANGE.

THIS IS WHAT WE PROPOSE...



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EVENT OF EXCHANGE

24 THROUGH 31 JULY 2011, HUDSON SQUARE

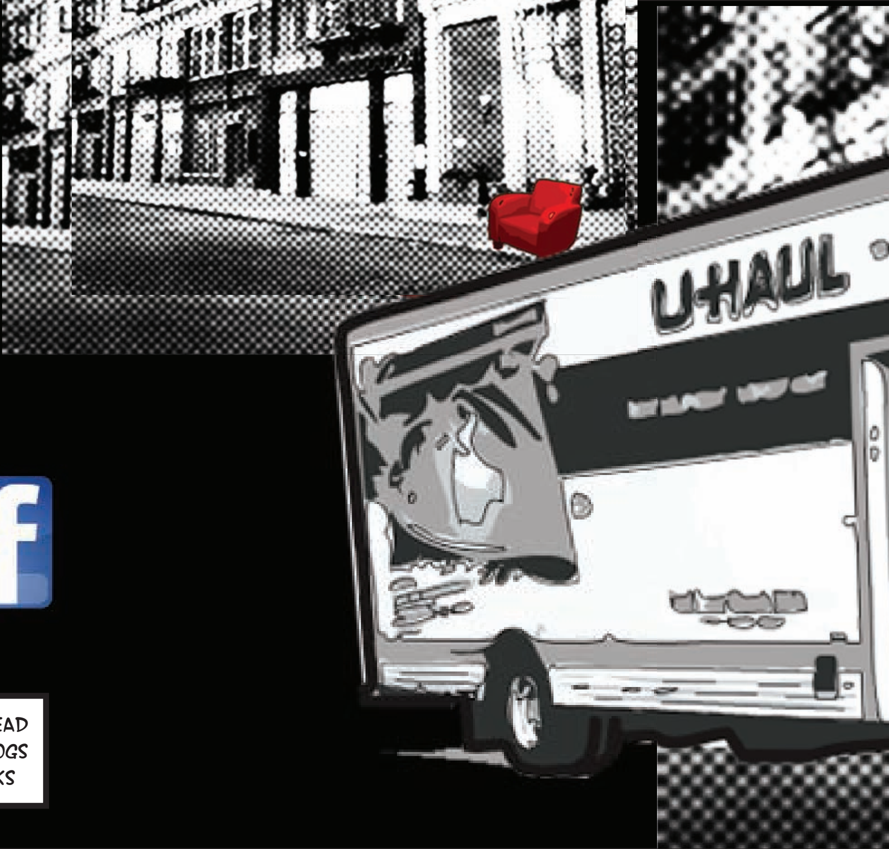
LIVING ROOMS

PUMP LIFE INTO FOR NYC'S FORGOTTEN OBJECTS

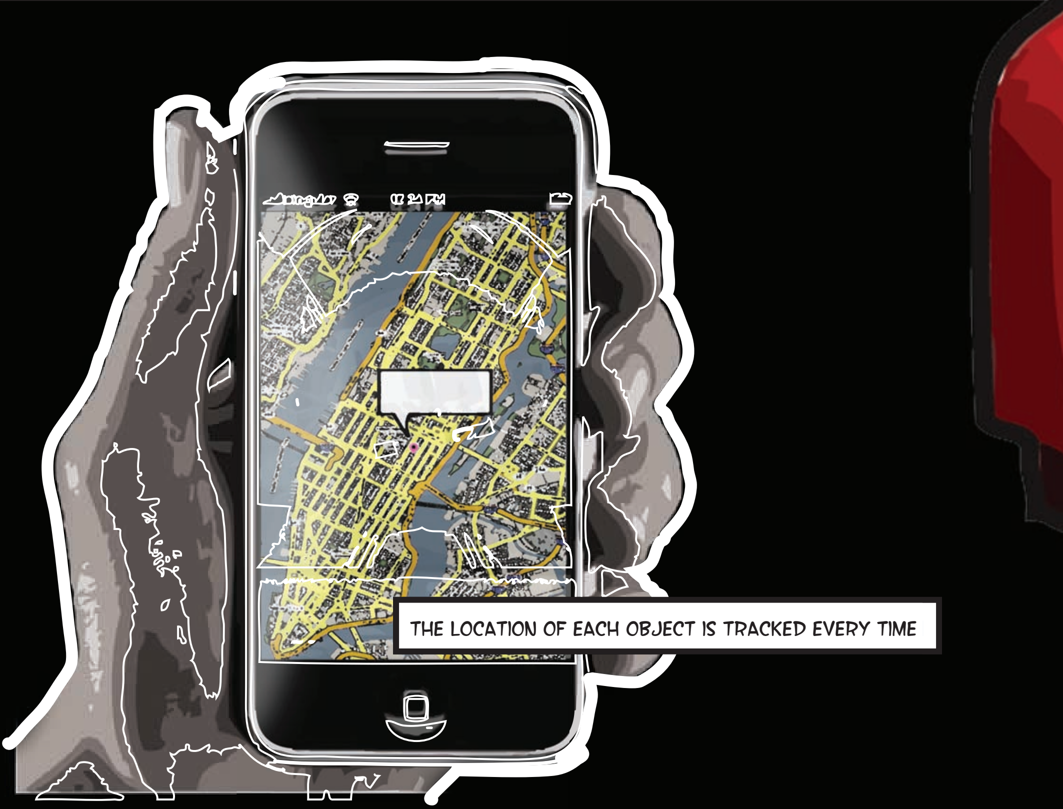
IS YOUR STUFF GONNA BE THERE?

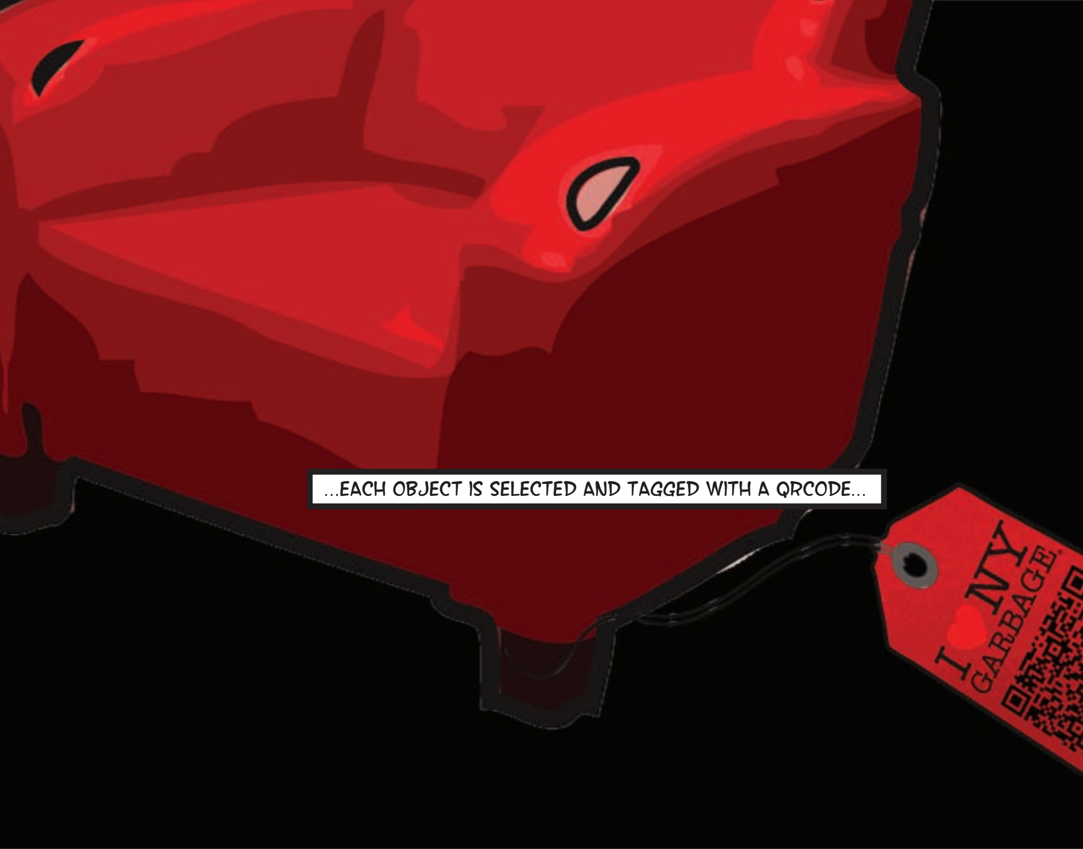
BRING ONE TAKE ONE

I ♥ NY
GARBAGE



THE VOICE IS SPREAD WITH EVENTS ON BLOGS AND SOCIAL NETWORKS


THE LOCATION OF EACH OBJECT IS TRACKED EVERY TIME


...EACH OBJECT IS SELECTED AND TAGGED WITH A QRCODE...
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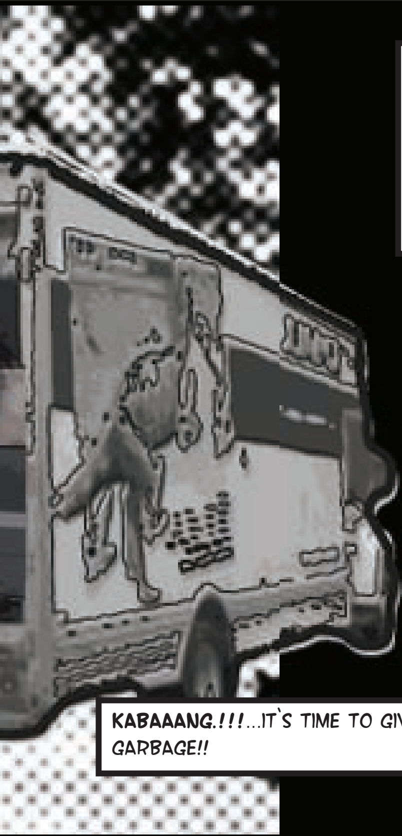
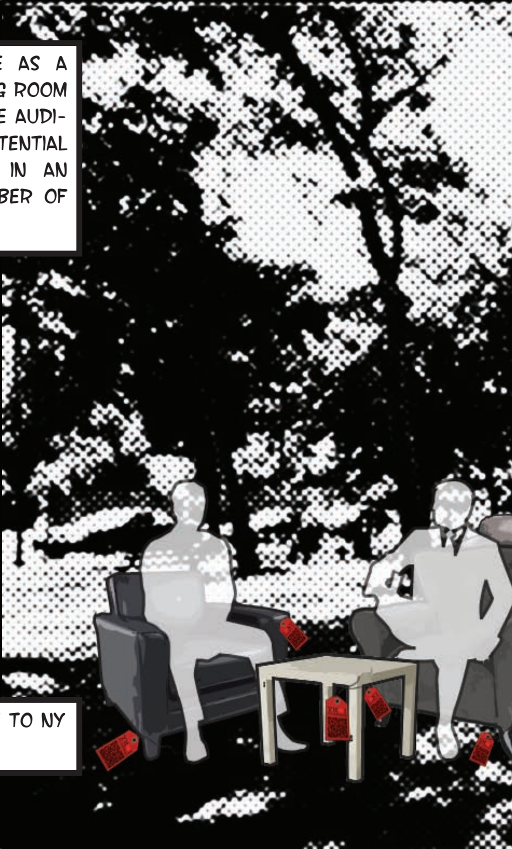
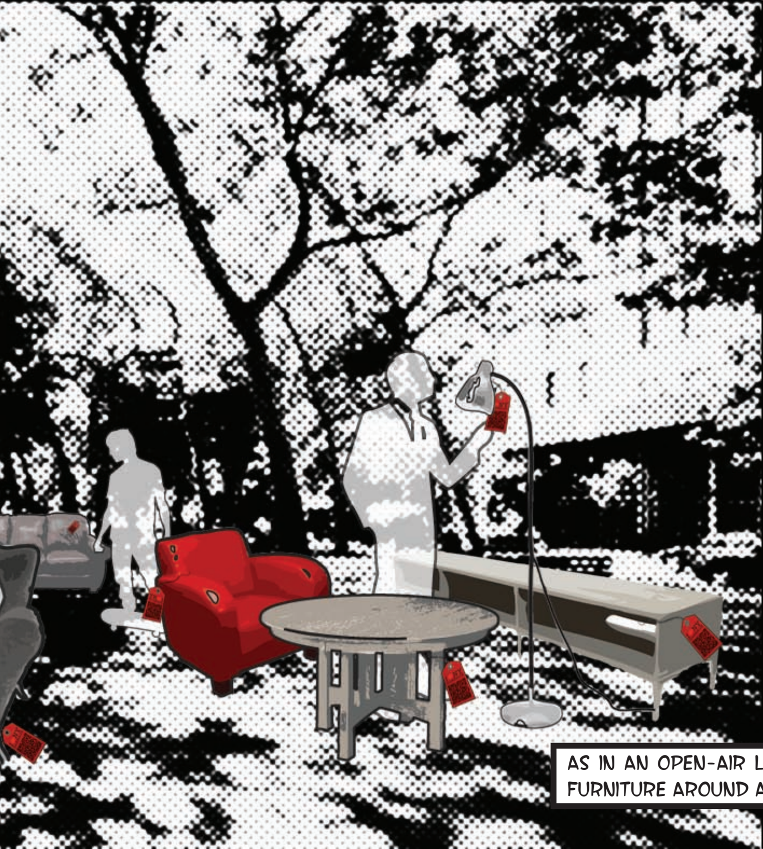


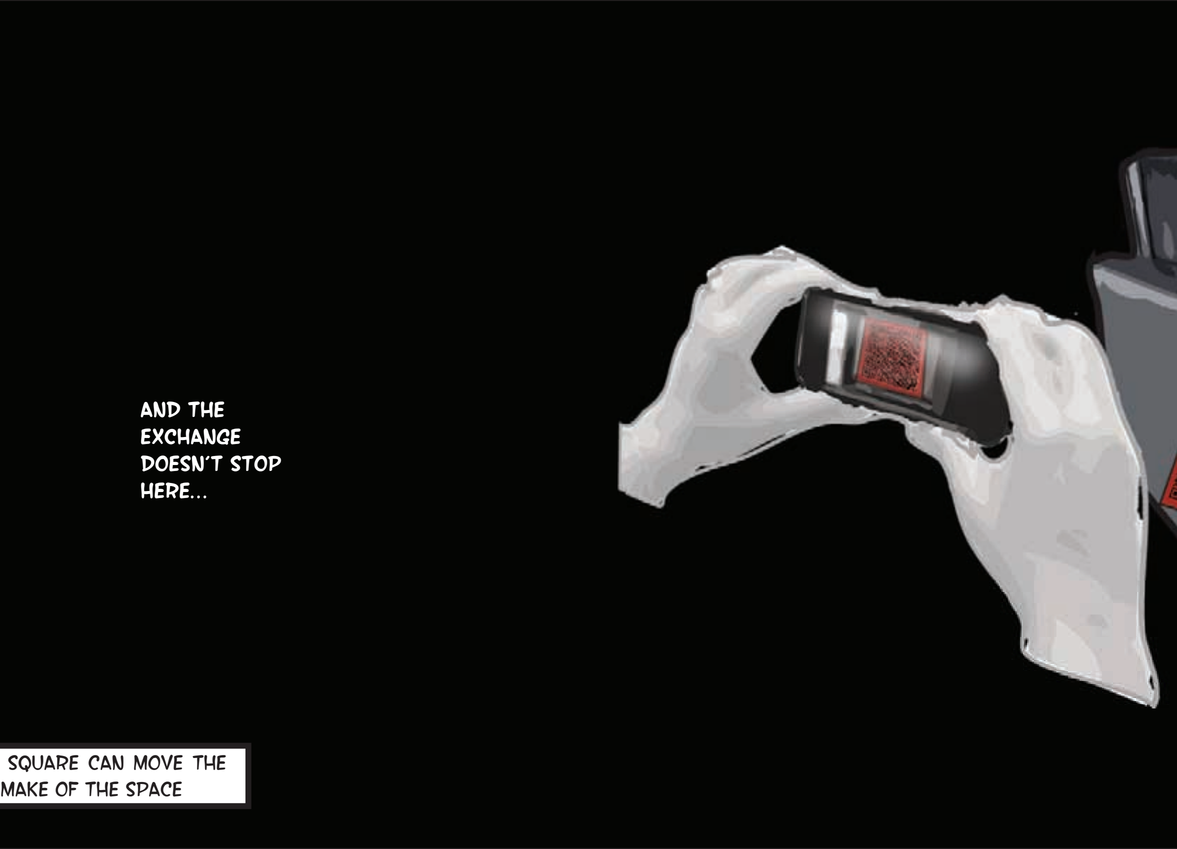
THE SQUARE AS A PUBLIC LIVING ROOM GIVES TO THE AUDIENCE THE POTENTIAL TO ENGAGE IN AN INFINTE NUMBER OF ACTIVITIES.

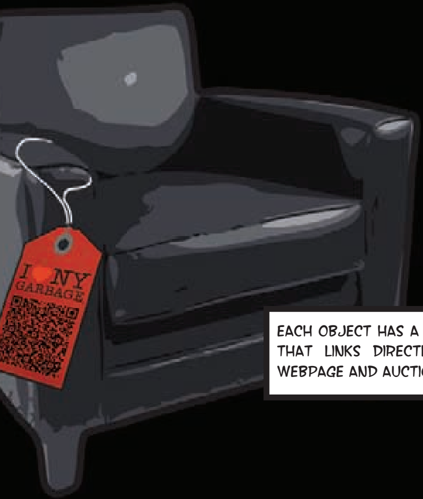
KABAAANG.!!!...IT`S TIME TO GIVE A NEW LIFE TO NY GARBAGE!!





AS IN AN OPEN-AIR LIVING ROOM THE VISITORS OF HUDSON
FURNITURE AROUND ACCORDING TO THE USE THEY WANT TO


AND THE EXCHANGE DOESN'T STOP HERE...
SQUARE CAN MOVE THE
MAKE OF THE SPACE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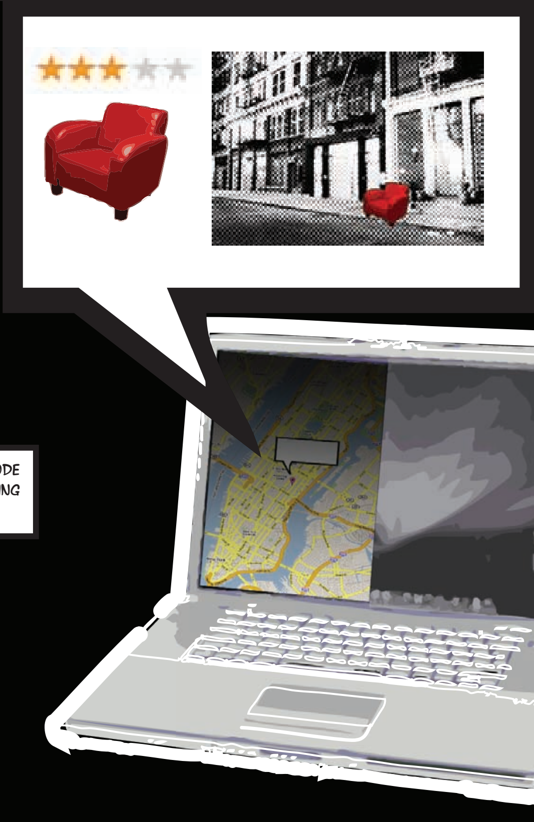
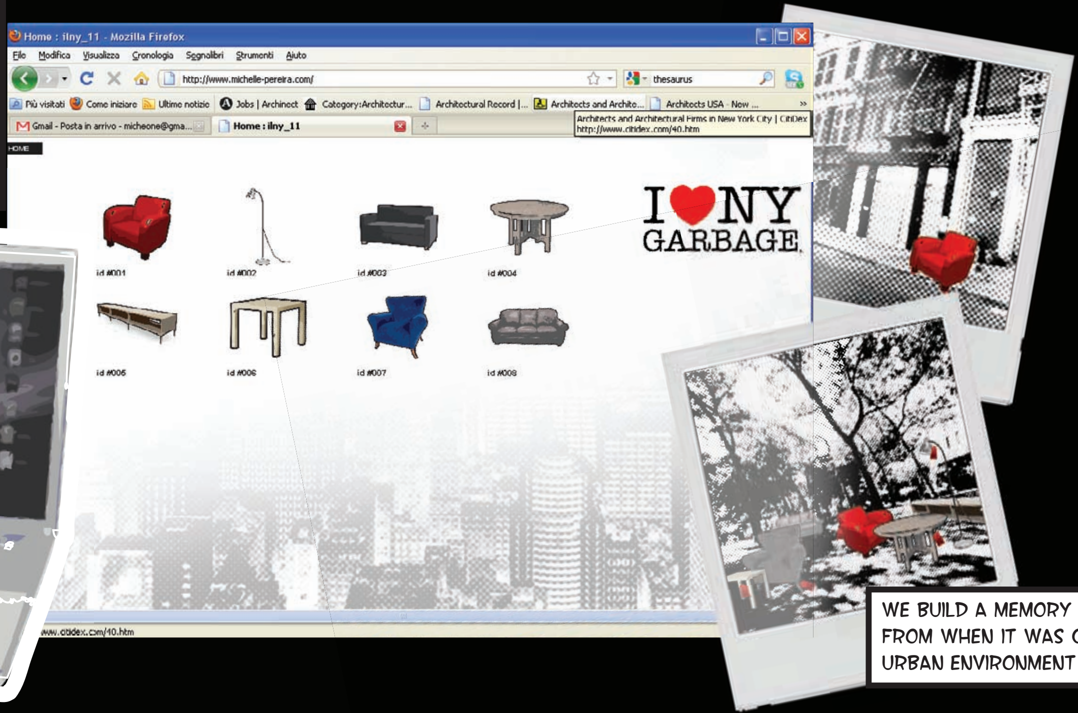
EACH OBJECT HAS A TAG WITH A QR CODE THAT LINKS DIRECTLY TO ITS TRACKING WEBPAGE AND AUCTION WEBSITES

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WE BUILD A MEMORY OF
FROM WHEN IT WAS COL
URBAN ENVIRONMENT

THE OBJECT WITH PICTURES
LECTED TO ITS USE IN A NYC

NOW, LET'S GET
INTO DETAILS...

I love New York Garbage

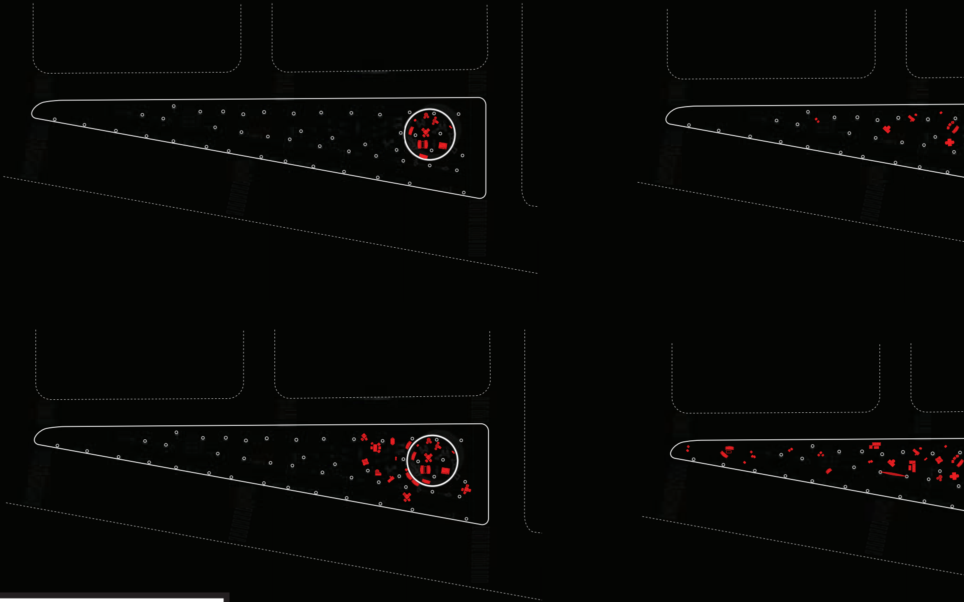
I love New York Garbage (ILNYG) is a community art installation/market that proposes to revert the contemporary square to its original function as a space of exchange. The square as an urban void is the last democratic space for the community to manifest themselves and generate revenues. The congested urban reality of Manhattan gives us the chance to rethink the role of the plaza in hyper-dense cities in relation to contemporary concerns. We decided to explore the continuous population turnover and the residue that these particular groups of fluctuant inhabitants leave behind. Residues such as furniture are integrated parts of the visual landscape of Manhattan and even though it entails a great potential for reuse, still has an immense ecological impact. We propose to activate Hudson Square through a collective event by gathering and documenting a large selection of NY Reusable Garbage from all corners of the city. Furthermore we propose to give to every object a story/memory through systematic tracking that will embed a NY identity into the object. The object identity, branded as a New York Vintage, will generate potential to extend the Hudson Square market further than its physical limits.

The chaotic pile of the garbage combined with the rational tracking of all its elements reflects the overload of information as a specific value of the city itself. The immense amount of NY selected Garbage will gather and cluster on the plaza as an art manifestation of one of the city's urgent points as well as a guerrilla market for the benefit of the local community.

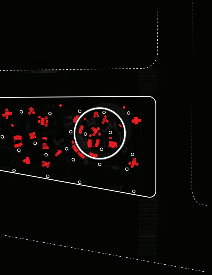
In the spirit of Studio X this art installation/market turns Hudson Square into a laboratory for an experiment on the social dynamics of the urban environment. ILNYG proposes an installation that is not meant to define certain activities or social behaviors but leaves open the possibility for unscripted outcomes. While the traditional market space is bound to a physical limit, we believe that this contemporary space of exchange would inevitably extend into the virtual realm. On the physical level we contrast the passive art exhibition by actively involving local users to modify the arrangement of the objects so that the overall composition can evolve due to undefined scenarios. While this installation is continuously evolving, each element is provided with a tracking ID and QR code that links the item directly to its corresponding memory synopsis and internet market auction page (eBay, Craigslist). The log of the objects, mirror of the actual physical installation, will be constantly updated on the webpage www.IloveNewYorkGarbage.com.

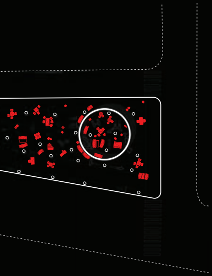
Project Schedule

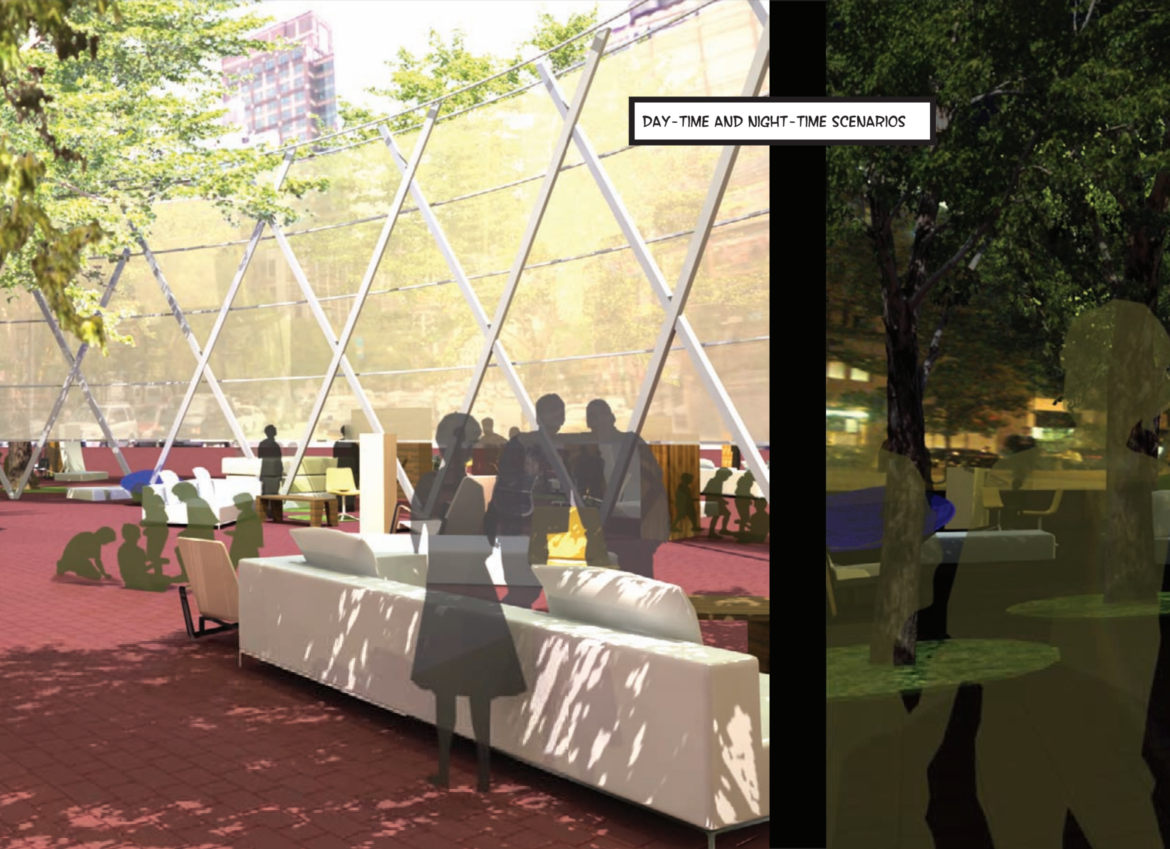
Installation of projectors, computers and electrical equipment:
4 hours only first day.
Out of site for furniture selection:
Everyday for 4/5 hours during evening time. Other team members will stay on site to reorganize furniture, conduct web shows and explain proposal to public and start projectors during night time.



POSSIBLE PLAZA CONFIGURATIONS DEVELOPED THROUGHOUT THE EXHIBITION WEEK.







DAY-TIME AND NIGHT-TIME SCENARIOS

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