

curr€nc¥

Academic year 2010/11

Show us the money.

Brief

Money, or currency, is defined as something that is in motion as a medium of exchange. It is an interface to many, if not all, of the opportunities of a cosmopolitan city such as London. Money is one of the most powerful forces in our world and yet we rarely give attention to its material qualities as we interact with our environment on a daily basis. Cash, cards, swipes, keypads, chips, signatures, slots, receipts, and bank machines constitute our only physical interactions with a crucial yet complex network of flows that underly extraordinary constructive and destructive potential.

Your task, as a designer, is to find a way to become involved in the flow of money. The result may take any physical form (print, digital, environmental) but it must be based on some form of research and it must at least make an attempt to participate in or activate, rather than simply reflect, your idea or point of view. In other words, for this brief, try and avoid blue-sky simulations, prototypes, or impossible to implement proposals, in favor of projects that realizable and in some way engage with, or provoke, the existing landscape of currency.

Getting started

Start by taking note of the experiential qualities of the variety of financial transactions that you undertake as you move around the city. Consider the role of the visual within these exchanges as well as your own feelings about money. Create or collect at least ten images that establish one or more areas of interest. A good rule of thumb if you are stuck is to choose any of existing interest, regardless of how irrelevant or unrelated it may seem, and use it to narrow and/or take ownership of the brief.

Expectations

28 October - Bring in ten A4, or larger, images that reflect your research and at least three partially developed proposals for different directions you might take your response.

4 November - Present your fully realized piece along with any additional documentation of your process or outcome(s).



Resources

<http://tiny.cc/moneyfilms>
<http://tiny.cc/abouteconomy>
<http://www.ithacahours.org>
<http://theyrule.net>

The Harvard Guide to Shopping
by Rem Koolhaas
The Gift by Marcel Mauss
The Economist magazine
Adbusters magazine

Canary Wharf and the City
The Royal Exchange
Smithfield Market (early AM)

Stock tickers, chip and pin cash points, financial calculators, cheques, credit cards, your wallet, your bills, student loans, price tags, the till, notes and coins, the supermarket, the bank, currency exchange, vending machines.

Schedule

Briefing	21 October 10.30 - 11 Studio 3
Interim crit	28 October 2 - 4.30 Studio 3
Final crit	4 November 10.30 - 11, 2 - 4.30 Studio 3

Brief set by Rebecca Ross