

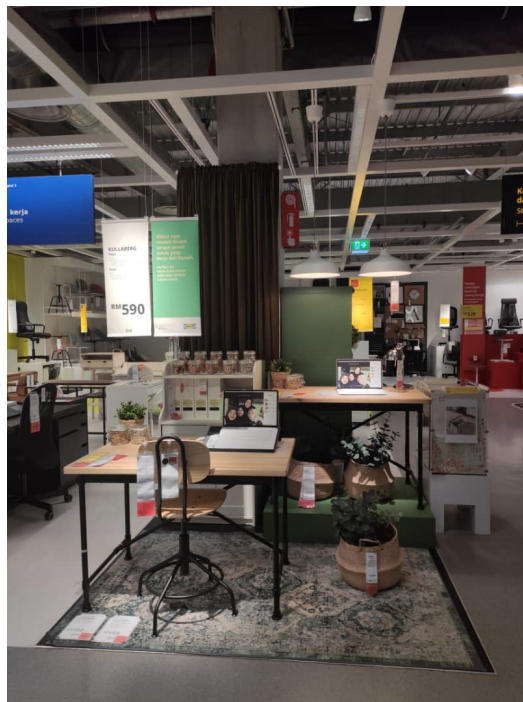
ART INSTALLATION SITE PROPOSAL

Due to the current situation of Covid-19, the artist has proposed a revised option.

Suggestion 2 (revised)

As the pandemic has made us work from home since 2020, it would be a good idea to propose the idea to and objectives of this project by installing it at home offices. It is much encouraged to have the artwork installed at home or at least the idea of the artwork to be accessible to more people. By transforming one's home office into a piece of art, not only does it bring the aesthetic to the space but also the benefits of the theory and practicality behind this artwork.

With that in mind, the artist would like to propose a collaboration with IKEA Batu Kawan. As a current employee in IKEA Batu Kawan, the artist understood the advantages of the site. IKEA is a Swedish home furnishing company, well known for its specialty in home furnishing as well as providing solutions to create an appropriate and comfortable workspaces. In the store, there is one department that specially cater to the needs of completing the perfect workspace according to different budgets and preferences. IKEA Batu Kawan is also known for occasionally collaborating with local artists to inject local relevance in their business. Previous projects such as with CANCANpublicart and Penang resident artist Thomas Powell has received good response from the locals. Seeing the opportunity of this, the artist would like to propose a collaboration with IKEA Batu Kawan to have this artwork installed in their workspace department. A strategic site in the workspace department would be the activity podia as the design changes accordingly to the seasonal launches. It is located at the entrance of the department and a pedestrian hotspot. This would meet the objectives of the artwork as the customers who stopped by are most likely have the intention to improve their workspace.



Activity podia of the workspace department.

Suggestion 1

The art installation initially intended to be installed at a co-working place. The first choice of the artist would be at the Common Ground in Georgetown Penang. Co-working spaces are known as neutral space where people assemble and work independently on different projects, or in groups. The difference between general offices and co-working space is that people in co-working space more often don't work for the same company. The major reason to be installed in co-working spaces instead of normal office is because of flexibility as the space don't operate under one company rules and policies; they often operate in more flexible hours. One of the main purpose of this space is also to connect people with similar interest together, create platform and opportunity to collaborate in the future. With this as the business goal, it managed to bring together many meet-ups, opportunities, collaborations and connections; most importantly human traffic in this case.

The artist intended to place the art installation in Common Ground hoping to fully present the artwork to the targeted audience and most importantly meet the objectives of the artwork.