

Forgotten values

For this practice we went to the Boijmans museum. In the museum we had to select work that we were interested in. I chose the work of Ron Arad. Arad is an industrial designer, artist and architect. Arad's work has been described as "scary", considering its "macho concrete and cut metal; tense sheets of tempered steel and guillotine edges".

Ron Arad has made a concrete stereo installation. This stereo installation gave me the feeling that it was some kind of artefact. With this collision between concrete and technology made it feel so ancient, even though the stereo installation is not that old yet. It is a forgotten value.

This made me think: What does time do to materialistic items?

I wanted to experiment with this by artificially creating **artefacts**. The first thing I did was finding an old pickup player. I took this pickup apart.



After taking off most of the excess plastic I took a piece of block of plaster and cut away the shape of the mechanism of the pickup player. After carefully putting the mechanism in the block of plaster I started to anchor the pickup player. I also used plaster for this part because it dries quick so in this case less chance of water damage to the electronics. I really wanted it to work because I was not sure if the work from Ron Arad was functional or not. Also, in the case that it would not work it would take away a big part of the value for me. In that case it's just a broken record player.

The speed of today's technology makes us forget what once was valuable to us. I want to make people aware of this happening.

After finishing the pickup player, I came to the **conclusion** that I wanted to create a series of 3 items that are / are becoming forgotten valuables. I came up with the idea to also plaster a tape recorder. The tape recorder has the same story as the pickup player, it is a forgotten piece. Once it was a revolutionary piece of electronics that everybody wanted to get their hands on, now you only see some at a cycle or maybe you have one laying around in your attic.



The **nostalgic** feeling and sound of the tape recorder was a crucial part of this process. With the tape recorder I went a few steps forward in time with technology compared to the pickup player. It was like the pickup player was long forgotten and that this was the biggest technological invention ever. Of course, for its time it was but from a perspective a few decades later also this item became an artefact.



The last artefact that I created was an iPhone 5. This is actually two steps forward, insight in the **future**. The repetitive “incident” will happen again and again.

For my end presentation I created an exhibition. I wanted to create a really gloomy atmosphere. The feeling like you are in your attic. I let the tape recorder play a short explanation about my work and my concept.

