



The Synthetic Biology Supermarket

Enter the synthetic biology supermarket, smell it, see it, touch it, feel it. Buy and change your life. Feel what synthetic biology could change in our every day life.

The exhibition aims to create an awareness for presence and possible futures of synthetic biology products by putting already existing and far-out in the future applications next to each other – on supermarket shelves, in walk-in environments and access points to virtual representations.

The synthetic biology supermarket is a public engagement project originally being developed for the iGEM competition in november 2010.

For the iGEM the supermarket is based on a webshop and a vending machine as physical display. Based on that origin a “real” supermarket will be developed for the exhibition.

The supermarket will offer a range of about 30 consumer products that employ the means of synthetic biology.

The supermarkets product range will cover already available goods, products that are implied by iGEM projects of previous years and items developed by our Team. The latter will be the majority of the offered products. All products offered in the synthetic biology supermarket will have one thing in common:

A clear relation to synthetic biology.

In the exhibition these products will be represented by touchable prototypes in 'natural' environment and/or with the use of images, videos and textual product descriptions. This shall stimulate engagement with synthetic biology by communicating its concepts and giving information about its methods and possibilities and by this confronting with the social questions that rise with that topic.

The synthetic biology supermarket is an art project that is developed in the context of the project module “synthetic biology” in the summer semester 2010 at the chair “Gestaltung medialer Umgebungen“ supervised by Bernd Hopfengärtner, Sebastian Hundertmark und Prof. Ursula Damm in cooperation with Prof. Roland Eils from the university of Heidelberg.

The Objects

As the project is still in development the following list is not complete and the pictures show the products as a work in progress.

PERFECT BODY living sex machine (Mila Burghardt)

The body as piece of clothing. Naturally to choose from a collection of noses, breasts and ears every morning. Buyable in every drugstore the bodily parts are properties of our every day life. With the help of the 'active bacteria lotion' the body gets disintegrated in the upper structure, new body parts of the collection may be attached and adhere in a minute.

Latex casts, conceived as prototypes for future body part commodities, produced with industrially grown human tissue. And a video commercial.

Width: 2,0 m; height: 2,5 m; needed technology: CRT-TV, dvd-player, bus bar



ko*ko*ro*mo (Vanessa Walk)

"No more...allergies? No more...problems with fungi and wet house walls?

No more...high heating costs? No more...cleaning up? No problem!

As a superhygienic moss, ko*ko*ro*mo will grant your wishes while keeping your living space green".

ko*ko*ro*mo by itself is a project concerning about genetical engineering of plants from a natural habitat and their use in our households.

Installation will contain a table setting and a chair covered with moss, and also 3-5 posters on the wall (ca. 60x90cm).

Width: 1,5 m; length: 1,2 m; height: 1,5 to 2,0 m



Magic Mirror (Dong Liang)

Keeping beauty – lifelong!

The magic mirror analyses your hair, putting out a health check report and produces the pill you need to stay healthy and beautiful.

Two colour prints, 0,5 x 0,75 meters



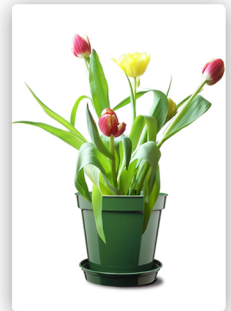
The Objects

My Flower (Yu Xiaorui)

„My Flower“ sets up a system between people and flower(or plants) at in-door-area. A sensor that's installed in the human body sends data about the mood of the host. The flower reacts to that with giving off smells the smell that's needed to improve the feelings.

Interactive installation with plants and computer.

Width: 1,0 m; length: 1,0 m; height 1,20 m. Needed technology: Computer, bus bar.



A new plant (Lu Jiayuan)

The plant's living depends on the food and water that human eating. It can absorb the excessive calories that human intake. It connects with the human body by blood vessels. It's not very big plant, so it's easy to carry them.

When the energy of body is in shortage, the plant can quickly supplement the energy that the human body needs. When there is excess energy, the plant will save. In this way, we can avoid many diseases such as obesity, diabetes, hypertension and so on. And everyone can have a more healthy and better body.

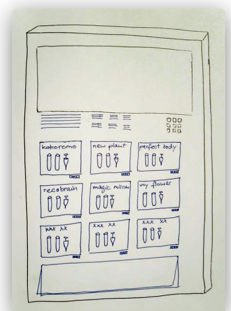
Three colour prints, each 0,5 x 0,75 meters



Vending machine (Christian Schröder, Mila Burghardt)

the quick access to some of the products. What you get are kits with petridish, DNA Sequences and liquids that allow to grow the product at home.

width: 0,80 m; height 1,20 m; needed technology: bus bar



Primal Sound (Christian Schröder)

Record made of DNA, playing random-music.

Argarose model played on a record player with built in speakers.

Record shelf with various records and description on the sleeve.

Width:0,3 m; length: 0,3 m, height: 0,3 m; needed technology: bus bar



The Objects

ReCoBRAIN (Laura-Nadine Schuhmacher & Philipp Bayer)

Neuronal implant from living nerve cells. Once injected it connects parts of the memory. Installation with passport photograph cabine as servicepoint for the ReCoBRAIN operation. Cabine, Video, Printer.

Width: 2,0 m; length: 2,0 m; height: 2,0 m

Bacteria Game (Laura-Nadine Schuhmacher, Jan-Ulrich Schad, Andreas Beyer, Matthias Breuer and Ursula Damm)

What happens if different bacteria start a fight on a petri dish and you can interact in that project? The Bacteria Game makes it reality.

Interactive Game-Station

Width: 1,5 m; length: 1,0 m

AphrodiTec - true love comes from within (Mila Burghardt)

Ampoules with synthetic second messenger that arouse emotions in the person who consumed the product by exerting influence on the limbic system. Fall in love - or - be loved. Its quick, easy and buyable!

Where is the point of loosing the "real" in sense of natural (traditional) completely in order to have a better control and with this less pain?

Trying stall, width: 1,0 m; length: 0,5 m

CooGoo (Mila Burghardt)

Cook Good! With the help of CooGoo never anything in your kitchen will mess up again. When your food is about to scorch an alarm will warn you and automatically switch off the stove.

(Animation-)Video, Screen in pan



Begleitende Veranstaltungen:

Eröffnung: Performance mit Einbezug der BesucherInnen: „SynBio-Supermarkt-Eröffnung“, Verkaufsshow, Probierstände, Kinderland – eine synthetisch biologische Erlebniswelt, imaginiert und doch real erfahrbar.

Veranstaltung mittendrin: Vortrag/Podiumsdiskussion mit anschließender Diskussion zum Thema „Synthetische Biologie“ in Kooperation mit Roland Eils und Studierenden der Universität Heidelberg

Finissage: Führung von/mit den KünstlerInnen durch die Ausstellung. Anschließend Diskussion und Umtrunk.

Angaben zu begleitenden Publikationen:

Katalog, 100 Seiten, 4/4-farbig, mit Hintergrundinformationen zum Projekt und den einzelnen Exponaten.

Angaben zu Zielen und Stand der Gespräche mit den Kooperationspartnern:

Es besteht eine intensive Kooperation mit Prof. Roland Eils und Studierenden der Universität Heidelberg, da die Grundidee des „SynBio Supermarkt“ aus Anlass der iGEM 2010 vom Team ‚Weimar/Heidelberg Arts‘ entstanden ist und im November 2010 bei der iGEM-Competition in Boston präsentiert wird.

Anschließend daran wird dann auf dem bis dahin vorwiegend online basierten „SynBio-Supermarkt“ ein „real“ begehrter Supermarkt als Ausstellungskonzept entwickelt und umgesetzt.

Bei der Kooperation mit Heidelberg handelt es sich um den inhaltlichen, fachlichen Austausch zu Fragen der synthetischen Biologie und der Auseinandersetzung mit daraus resultierenden gesellschaftlichen Fragestellungen.

Kosten- und Finanzierungsplan:

Ausstellungsbau:	3000,00 Euro
Katalog (100 Seiten, 4/4-farbig):	4000,00 Euro
Druckkosten (Fotografien und Grafiken):	2000,00 Euro
Catering:	400,00 Euro

Summe: 9400,00 Euro

Die benötigte Summe für die Ausstellung wird von den Finanzmitteln, die anlässlich der iGEM eingeworben wurden bereits größtenteils abgedeckt. Für weitere Sponsoringakquise werden wir Sorge tragen.