

For the **7th Tallinn Applied Art Triennial 2017**, I present my site - specific and interactive installation SWARM.

Aerial traffic moves millions of people through different timezones and countries fast and efficient. The extensive aerial traffic in the world, contribute and reflects the time we are living in. It is an extremely fast – paced life and overabundance of information.

Aerial traffic has not only changed the geographical connection between people, it has changed our conception of time!



SWARM is **an artwork about us** - people in an ever more globalised world. We travel by aeroplane, transport ourselves across the globe, crisscrossing cultures, time zones and national borders, like a swarm of starlings, murmuring¹ before dusk.

SWARM consists of many thousands of small aluminium aeroplanes hung in one swarming constellation. **The core concept in SWARM is that the public can become part of the artwork - part of the swarm**, by taking² an aeroplane and fastening it to their jacket. In this way a new SWARM will materialise, with us and on us, in the real world in which we are travelling.

It takes time for a new SWARM to grow outside the exhibition space, just like a swarm of birds or insects takes time to grow. To continue exhibiting SWARM is not only important, the movement and reaching different groups of people, is an inherent part of the work!

SWARM was first exhibited in Munich in 2012, it has been on show in several other European cities and in Beijing and New York. The idea here is that the movement from place to place - adds a new dimension to the work, and that each exhibition enable a spread of the small aeroplanes across the world.

SWARM is a project for and about the masses, and both the production technique and the material was chosen to reflect the theme. The aluminium airplanes are lasercut. It enabled a fast and cheap mass production of perfect cut airplanes, but it also reduced the waste cut material to an absolute minimum.

SWARM is an Art work which is both slow and fast. To produce SWARM is relatively fast, but to install SWARM on site and the spread of airplanes to people, is an unpredictable process that takes a lot of time.

SWARM is both thought-provoking and easily accessible as an artwork, and it situates us as human beings, in a larger global context. The art project can generate positive attention for **Tallinn Applied Art Triennial** and situate the phenomenon of air travel and the speed of our life in a different and fascinating context.



SWARM can function as a temporary, attention-grabbing happening. With its more than 5 000 visitors, **The 7th Tallinn Applied Art Triennial 2017**, will be a very exciting arena for the temporary installation SWARM, and indeed in line with the intention of the art work.

By virtue of being interactive and striking, SWARM can generate activity and attention and be able to **profile The 7th Tallinn Applied Art Triennial 2017**. SWARM can function as an icon for **The 7th Tallinn Applied Art Triennial 2017**.

The work is well suited for interactivity, and it is possible to imagine that its presentation at **The 7th Tallinn Applied Art Triennial 2017**, could be further developed in combination with other communicative media, for instance Instagram, a Facebook page, or through some of **The 7th Tallinn Applied Art Triennial 2017** own channels of communication.

VIDEO PRESENTATION OF SWARM

<https://vimeo.com/186247845>

A presentation at **the 7th Tallinn Applied Art Triennial 2017** will add something to the artwork, and the artwork will add something to **The 7th Tallinn Applied Art Triennial 2017**.

A collaboration would be interesting for both.

¹ Murmeration is a biological term to describe the flying pattern of swarming Starlings.

² Those who want an airplane, can take it directly from the wall, and exchange it for money put into a box placed in front of SWARM. This interaction is done without any involvement from a gallerist or guard. The trust and risk this money exchange involves, is an inherent part of the work itself, and it has worked very well without any problem in former SWARM exhibitions.

However, considering the short exhibitions time of the 7th Tallinn Applied Art Triennial 2017, and the cash – less times we live in, I am interested to discuss a sponsorship agreement with the organizers which would enable a spread of the airplanes for free. A free distribution will spread the airplanes fast and massively at the 7th Tallinn Applied Art Triennial 2017. This will increase their iconic value for the Triennial 2017, and the artistic value of the art work will increase because a new SWARM will materialize and spread in the world.