

apexart

2010 Franchise Proposal by
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Franchise Location: Samut Sakhon, Thailand

apexart Thailand

In a mass produced world of global goods, the act of creation is often lost or forgotten. Hidden machinery cranks and sweats out elements of our everyday life, yet we rarely glimpse into that world where ideas are physically forged. By bringing contemporary artists into a global manufacturing hub the realms of production and creation will exist in a simultaneous space. With the allotted budget we would transform a small factory into an active generator of creative capital. Inviting four artists to participate in a residency where they work directly in the factory along side employees creating works of art and transforming the factory space. Making this franchise of apexart more than a passive spectacle of viewing art. Samut Sakhon is provincial town that houses many factories. Over the past decades Thailand has worked to become a producer of exportable goods and inexpensive items for domestic use. While the machinery of manufacture is abundant, many of the products are designed elsewhere. This exhibition would work to foster a sense that industrial spaces can also be incubators for creative thought and social evolution. Initial list of prospective artists to invite: Cody Hudson, Seri Pop, Jen Stark, Douglas Young, Juan Angel Chavez, Paul B. Davis