

**PRIORITY<sup>®</sup>**  
**★ TEXT ★**



**STUDIO: SHOPDROP**

**E MOJI ENVELOPE**

REBEKAH MODRAK  
RUTH BURKE

EVA COHEN  
DANA DEMSKY  
JILLIAN EISENBERG  
EMILIE FARRUGIA  
KELSI FRANZINO  
JACQUI FREY  
MARIAH GARDZIOLA  
RACHEL GJERSVIK  
CIARA GRIGGS

JEAN LIN  
KATIE MONGOVEN  
OLIVIA MOORE  
RYAN REISS  
ALBIANN TULLY  
DINA VELORIC  
EMILY WATERS



EP14 July 2013  
00: 11.625 x 15.125



STUDIO SHOPDROP is an engagement course in the Stamps School of Art & Design at the University of Michigan.

Students in the studio make objects or images and covertly place these items in a retail environment. In acts of culture jamming, artists and designers interject personal, political or critical messages into commercial venues. Shopdropping introduces an alternate experience into the activity/non-activity of shopping. By reaching consumers in the midst of shopping in a store/location, artists and designers reach a broader audience than would be possible in a gallery exhibition and utilize the context of commercial products.

Rebekah Modrak, Associate Professor  
Ruth Burke, GSI

Thank you to John Baird for his photographs of students' work in IKEA.



# JACQUI FREY

*In my shopdropping practice,  
I gave companies permission  
to non-voluntarily participate  
in my work.*

On the front counter of Arcadian Antiques sits a bowl of clip-on earrings. Antiques evoke memories and Jacqui Frey remembered wearing clip-on earrings as a child when forbidden to pierce her ears. To connect the antiques / foreign objects that once belonged to somebody else with her own memories, she created earrings from thorny flowers. She placed these fragile earrings (objects that could pierce the body and leave a mark but would soon wilt and disappear) within the existing bowl of clip-on earrings (objects that would remain forever but never leave a permanent mark on one's body).







Giving jewelry to a loved one is an intimate act, embedded with the desire to be remembered. However, the story behind a pair of diamond earrings is hidden in the shiny stone. Jacqui Frey created earrings by framing photographs of family members with embroidered words and phrases (nicknames and family anecdotes) along with beads and sequins that imitate the precious stones that make traditional jewelry seem valuable.

shop location: Nordstrom Rack













# EMILIE FARRUGIA

*Because my work is interactive and imaginative, I chose to work in standardized retail environments that try to direct consumer thinking in calculated ways.*

*I like the community and group effort that has been fostered by this studio — everyone is always willing to help each other.*

Manufacturing ice in factories and home freezers contributes to our carbon footprint and to the impending threat of global warming. If the polar ice caps continue to melt at their current rate, manmade ice could be the only ice left on planet Earth by the summer of 2050. Emilie Farrugia's ice sculptures offer an apparition of this future; shoppers in the Meijer grocery store discovered her miniature polar ice caps emerging amongst the ice bags in the vending machines. An accompanying infographic of facts about global warming mimics the Meijer price tag design.





Home City Ice  
**THE BIG BAG**  
"Healthier Than Homemade"  
**BEST VALUE**

**BIG BAG**  
**BEST VALUE**

Home City Ice  
"Healthier Than Homemade"

**BEST VALUE**

**Home City Ice**  
**NET WT (9.9)**  
The Home City Ice  
Co., 101 Bridgeport Road  
Cincinnati, OH 45244 USA



PREMIUM GLACIER ICE  
UNIT PRICE  
12.46 per OZ  
4 LB  
**7.99**  
**ice drop** limited time left  
**40%** OF THE POLAR ICE CAP IS GONE  
**SAVE US**  
DECREASE YOUR CARBON FOOTPRINT.  
USE ICE TRAYS INSTEAD.  
EXP. 07/2050

**BEST VALUE**

Home City Ice  
"Healthier Than Homemade"

# JEAN LIN

*I gained the courage to  
put my experiences in  
public.*

The distinctions between and the products of art and advertising are often blurred. Jean Lin experimented with the slipperiness of these boundaries by transforming a cinematic poster advertising the film MERU into an energy drink with the same catch phrase, “Believe in the Impossible.” Inserting a designed can into the poster, she played with product placement and the ambiguity of artistic and commercial messages; in this case, both value masculinity and adventure as life-style ambitions.





Bus stops collect all sorts of people, each with different thoughts, life stories, and goals. Though the bus stop is a point of intermittence in everyday life, obliging us to stop and engage in the passive act of waiting, many perceive this stop as merely a valueless passing point before the next destination. Wanting bus stops to be a place of reflection, Jean Lin created a series of altered bus maps transforming University of Michigan bus routes into the metaphors *Commuter Life*, *Dead Line*, *Social Media Express*, *Desire Shuttle*, and *Yes (success)*.



## Social Media Express



— Inbound to Alone  
— Outbound to Alone  
○ Bus Stop

Due to passenger overcrowding, you might experience difficulty getting off. We apologize for the inconvenience.

Please see PTS website for additional schedule details.



**Success**



---

This route is currently out of service due to the construction. We apologize for the inconvenience, and hope you find your way.

*Please see PTS website for additional schedule details.*





Yes

Success

This route is currently out of service due to the construction. We apologize for the inconvenience, and hope you find your way.

Please see PTS website for additional schedule details.

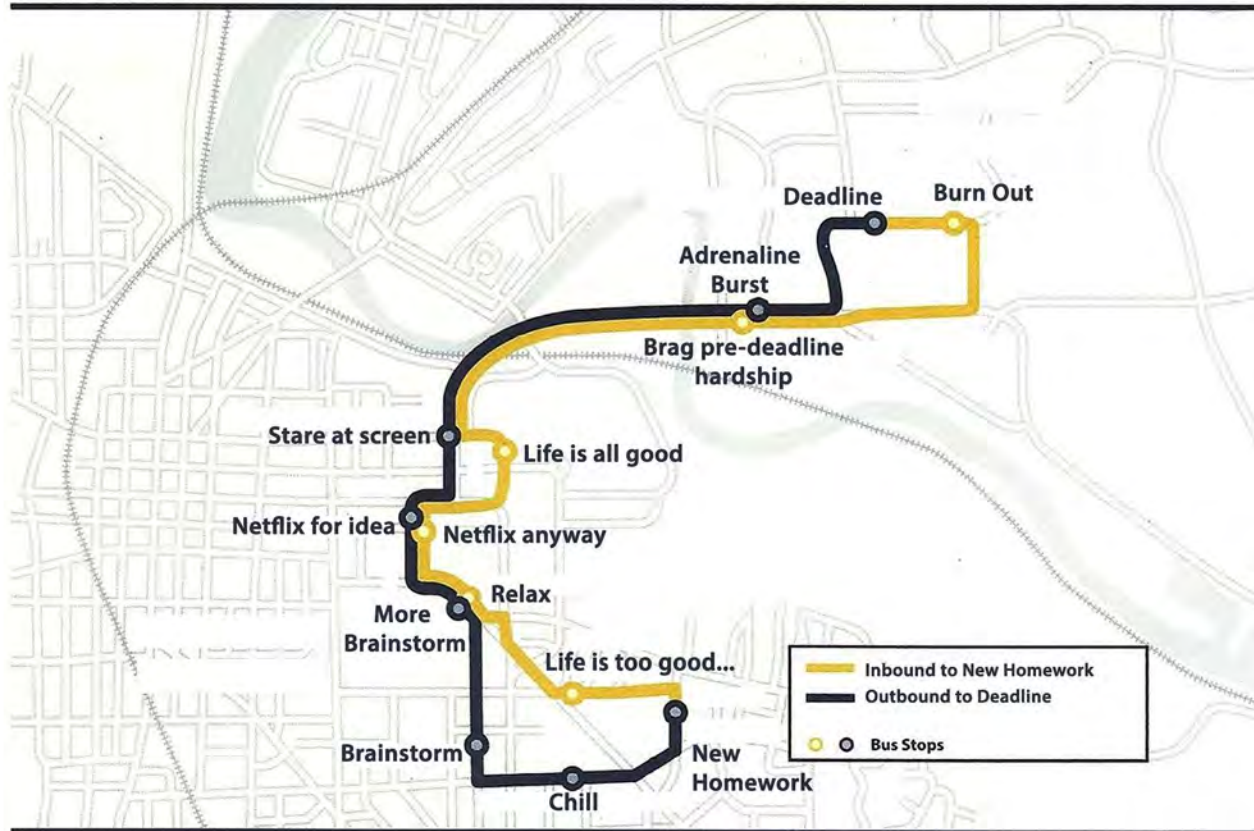
4 pts.umich.edu

Art  
and Architecture

STOP  
CODE N 552

# Dead Line

FALL & WINTER TERMS



New Homework	Brainstorm	Burn Out	More Brainstorm	New Homework
12:56pm	1:00pm	1:10pm	1:20pm	1:29pm
1:07pm	1:11pm	1:21pm	1:31pm	1:40pm
1:18pm	1:22pm	1:32pm	1:42pm	1:51pm
then continuing every 11 minutes until ...				
6:48pm	6:52pm	7:02pm	7:12pm	7:21pm

Please see PTS website for additional schedule details.

# KELSI FRANZINO

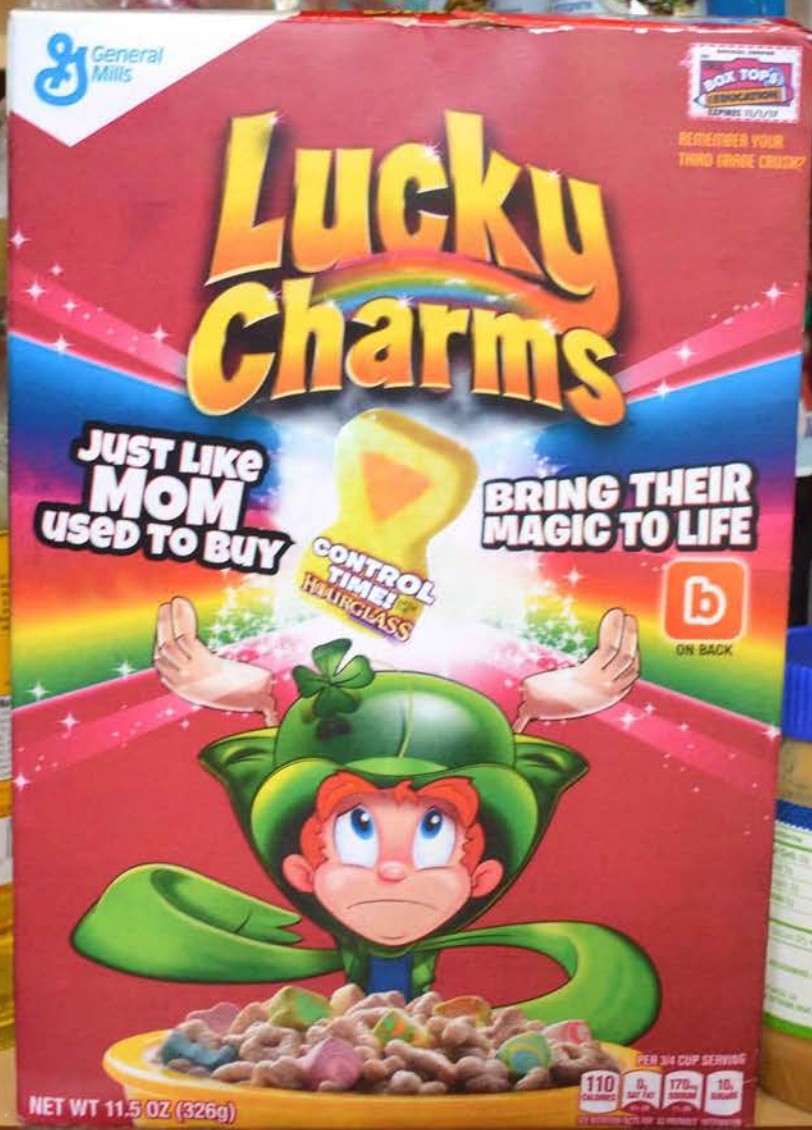
*Shopdropping was a  
wonderful group experience.  
We provided valuable insights  
for each other.*

The Walgreens on North University St, Ann Arbor is patronized primarily by Michigan students, and this is reflected, in part, in their display of cereal boxes. While most stores position kids' cereal on lower shelves and healthier "adult" cereals up high, the North U. Walgreens places children's cereal at adult height. Sugary cereals remind college students of the childhood they have recently lost; stressed from transitioning into adulthood, college students cling to artifacts from their childhood. Kelsi Franzino's cereal boxes introduce hourglass marshmallow charms that promise to control the passage of time and a leprechaun mascot able to help consumers escape adulthood.











# ESCAPE ADULTHOOD!

START HERE!



WHAT'S  
THE STORY  
OF YOUR BOWL?

WILL YOU  
EVER BE  
FULFILLED?



**BLIPP THE BOX TO BRING THE CHARMS TO LIFE!**

NOW YOU CAN DIVE INTO THE FUN OF GROWING OLD. JUST FOLLOW THE DIRECTIONS ON THE SIDE PANEL AND PREPARE TO HANG OUT AT THE OFFICE EVERY DAY FOR THE REST OF YOUR LIFE.

Embedded in the tampon is a history of sexism, feminism and science. Young women often take the legacies of safe feminine-hygiene and women's rights for granted. The *Tampon History Pamphlet* details this history, reveals how menstruation and women's bodies have been seen as unclean and how politics influenced tampon design, and celebrates the women who fought for the right to control their reproductive rights and menstrual health. Tucked inside tampon boxes and intended to be read while on the toilet, the pamphlet offers an illustrated, informative for modern women whose life is easier thanks to their predecessors.



In the beginning  
there was blood...

The tampon industry was just getting started

1879

Dr. Aveling's Vaginal tampon Tube, essentially four cotton balls on a string inserted through a glass tube.

1900

Antiseptic wool with an antiseptic capsule inside that released upon insertion.

1920

John Williamson proposed a condom full of absorbent filling from pads

...and then  
there were tampons

wool  
vegetable fibers  
grass

how ancient women made  
their own tampons

and so was the feminist movement



1848

At Seneca Falls Elizabeth Cady Stanton and Susan B Anthony began the fight for women's suffrage with the Declaration of Sentiments which made an important commentary on the rights of citizens.

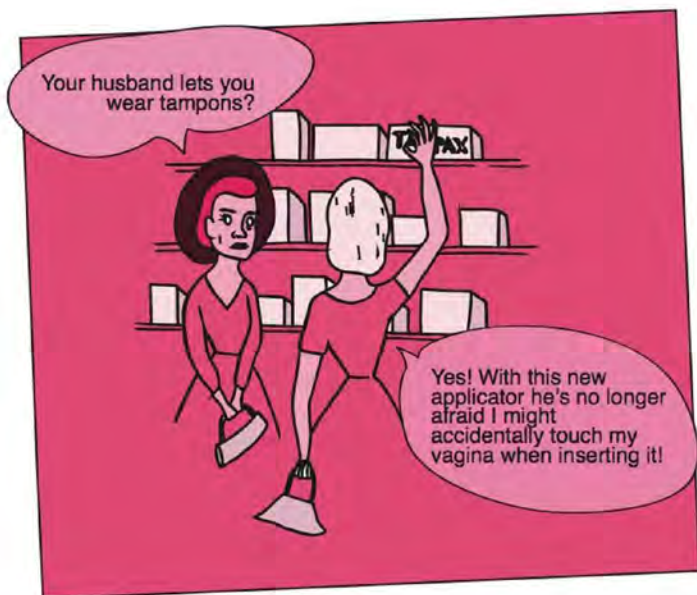
1920

Women gain the right to vote

# 1933

Earl Cleveland Hass introduces the first commercial tampon made of compressed cotton and inserted with a telescoping paper tube.

Men feared that a woman touching herself when inserting a tampon was potentially pleasurable, so the new applicator, which allowed women to insert a tampon without touching her vagina, made them much more comfortable with the idea of tampons, allowing them to become mainstream.

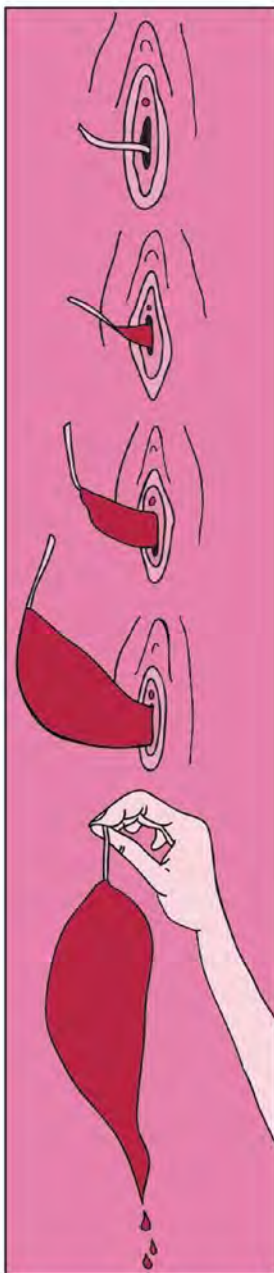


# 1941

America enters the war. Eleanor Roosevelt acts as fact finder for her husband Franklin, and advisor for his successor Harry Truman.

Rosie the Riveter's slogan "We Can Do It" inspires women to enter the workforce and take the place of the men at war.

Doctor and feminist William Marston created Wonder Woman, who was intended to be a strong, intelligent superhero who could inspire women to be as successful as men.



## 1975

Rely tampons hit the market. These tampons could be left in for the entire duration of your period. It expanded to be so big it was extremely painful remove, especially if it began to stick to the vaginal walls.

## 1976

Congress classifies tampons as a medical device rather than cosmetic. Shortly after they rule that cosmetics must have a list of ingredients but medical devices do not.

## 1980

Inspired by Rely's success, all tampons are made of synthetic materials

## 1983

Due to the unregulated use of synthetic material, there were a reported total of 2200 cases of TSS.

## 1989

FDA orders a standardized system of tampons: Junior, Regular, Super, and Superplus.

## 1983

Sally Kristen Ride is the youngest American astronaut in space (and also the first woman)

## 1972

Gloria Steinman creates Ms. Magazine. The magazine changed to ad free after a time, revealing how much control advertisers have over what is published in women's magazines.

## 1973

Roe v. Wade legalized abortion, giving women more control over their reproductive health.

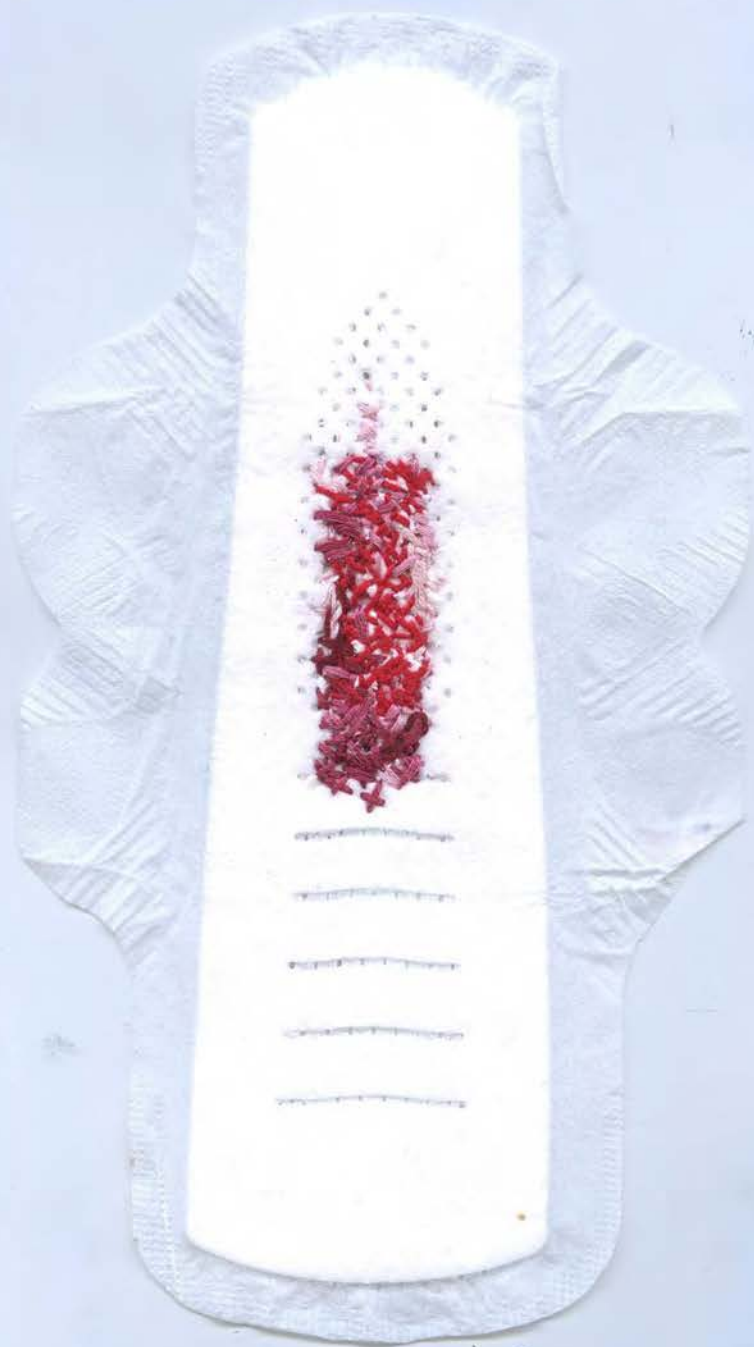
## 1999

Tampon Safety and Research Act (now Robin Danielson Act) aims to create transparency between manufacturers and consumers





Historically, “sanitary products” like pads and tampons have taught women to conceal the fact that they have their period. To contest the view of menstruation as shameful, Kelsi Franzino embroidered beautiful shades of “blood” onto sanitary pads. She mounted the pads onto a kiosk on the University of Michigan Diag as a public display and turned the embroidered pads into stickers, passing them out to women to encourage them to celebrate their periods rather than hide them.







# RACHEL GJERSVIK

*Shopdropping is a magical studio that blurs the lines of a company's agenda and the law.*

On a 2015 episode of *The Real Housewives of Orange County*, one housewife lifts her shirt to expose the leeches she has taped to her stomach. Once they've sucked blood from her body, she will squeeze them to release the blood/leech juice onto her face in an attempt to look as youthful as Demi Moore. While this trend may seem outlandish, I live in a house of girls who swear by the fad of "cleansing" their bodies with liquefied fruits and vegetables, essentially starving themselves for several days.

The Ann Arbor boutique market, Babo, sells a 3-day juice cleanse package popular for its inventive flavor combinations and sleek packaging. Drink names like "Red Lipstick" and "Trophy Wife" endorse an emaciated, superficial female image. To this collection, I contributed *Stepford Wives*, a cleanse of leeches and water, and a satirical look at unhealthy and medically untested weight loss methods. Hypothetically, after consuming these leeches, one's insides would be eaten away, thereby narrowing one's figure. After dropping the bottles at Babo, a friend took one up to the cashier and said, "I see you have a new addition to your cleanses with leeches, but there's no price?" The cashier answered, "It probably hasn't been priced yet because it's a new line."

— Rachel Gjersvik







# CIARA GRIGGS

*I discovered the opportunity  
to comment on a subject that  
we both generate and  
consume: pop culture.  
Shopdropping has made me  
more mindful of my  
participation in mass media.*

National chain stores select and distribute publications centrally, rather than locally. Even still, Ciara Griggs expected that stores in the college town of Ann Arbor would offer more local journals among the nationally distributed pop culture magazines. However, on CVS's shelves and throughout campus, she discovered that interest in national celebrities seems to exceed the demand for local news. To shift the attention, she replaced the cover images of celebrities with articles from the University of Michigan's *Michigan Daily*.





0 72440 34914 8

\$5.99 ANNUAL • DISPLAY UNTIL 10/23/2015

JOHN WARR  
IS ALWAYS CO

Coalition promotes

### More online

■ Members of the Coalition for Access, Affordability and Success: [reach.mich.edu/articles/members/coalition-access-affordability](http://reach.mich.edu/articles/members/coalition-access-affordability)

Michigan on Sept. 10. The coalition of public and private universities is working to improve the college application process.

The Coalition for Access, Affordability and Success was formed to develop a free platform of online tools to streamline the experience of planning for and applying to college. The initial iteration of the planning tools will be available to freshmen, sophomores and juniors in high school beginning in January 2016.

In creating this platform, the coalition hopes to recast the college admission process from something that is transactional and limited in time into a more engaged, ongoing and educationally reaffirming experience. Member schools also hope to motivate a stronger college-going mindset among students of all backgrounds, especially those from low-income families or underrepresented groups who have historically had less access to leading colleges and universities.

"The University of Michigan has long been in the forefront of keeping a Michigan education accessible to all qualified students. U-M is one of just a handful of public universities nationwide that meets 100 percent of our in-

students." Coalition members include public and private universities and colleges across the nation that have made a commitment to make college affordable and accessible and for students to be successful in completing their education. The coalition, which continues to add members, will be working during the next few months to develop tools and processes that are intended to address many of the barriers that prevent students from attending college or successfully earning a degree.

Later this year, the coalition will share details about new college planning and application tools that will streamline the admission and financial-aid application processes, and allow students to begin planning for college much earlier in their high school years.

The online tools — which will include a digital portfolio, a collaboration platform, and an application portal — seek to reshape the process of applying to college.

the same still deciding application feature. "U-M is eager to explore the portfolio, platform and application system to determine how to engage our recruitment and application," says.

Research has found that students from disadvantaged backgrounds often do not participate effectively in the college application process, struggle with applying for financial aid, and often do not get awarded all the financial aid they qualify for. As a result, even the most highly qualified students either do not attend college, attend a college that does not engage their full potential, or do not complete their degrees. Attending a high school with a college-going culture greatly increases students' college success.

The coalition hopes to address these findings through its free online tools and increased transparency around admissions and financial aid.

"The overall goals of the Coalition for Access, Affordability and Success fall right in line with the mission of U-M to expand access to higher education," says.

THE ULTIMATE SNEAKER BUYER'S GUIDE TO THE BEST OF 2016!

SLAM PRODIGY'S

KICKS



KEVIN DURANT

STEPHEN CURRY

EMMANUEL MUJARI

VICTOR CRUZ

JAMAL CRAWFORD

PATRICK EWING

SPIKE LEE

SUPER.FLY 4

adidas  
KICKS 2.0  
FLIP BOOK



## Presenters illustrate careers for grad students

By Ryan Jill Hudson  
Center for Research on Learning and Teaching

More than 500 graduate students and postdoctoral scholars from 16 U-M schools and colleges registered for the 13th annual Preparing Future Faculty conference to learn about strategies and resources for success in academic careers.

Sponsored by the Center for Research on Learning and Teaching and Rackham Graduate School, the half-day conference on Sept. 30 serves active academic job seekers, as well as those who are exploring academia as one possible career path.

Sessions included faculty panels and hands-on workshops for developing job search materials — cover letters, CVs, and teaching philosophy statements — and skills such as interviewing, giving teaching demonstrations, and negotiating job offers. Faculty panels focused on strategies for succeeding in academic positions across a wide range of disciplines and types of institutions.

Additionally, participants networked informally with visiting presenters and representatives of U-M offices that provide professional development support: Rackham Graduate School, CRLT, the Career Center and the International Center.

Natalie Bartolacci, program officer

for informal interaction  
my understanding of high

■ Handouts from the last five of conferences at: crlt.umich.edu/advances/one-dayPFF

for student development Graduate Student observed lots of

backgrounds, career aspirations, trajectories through casual, productive conversations," she said.

This year's program featured more than two dozen faculty members from U-M and different types of universities (Denison, Dartmouth, etc.).

# 10 SEXIEST MEN ALIVE!

GEORGE! BRAD! BLAKE & MORE!

## array of faculty and postdocs

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like this is really valuable, so many options out there, faculty may not have much to some of them, like comm- leges," said Kendall Teichert, candidate in mechanical engineering. "Attending the conference or two before going on can inform the director's take — a research, it try path."

Third-year aeronautics graduate student Ryan Kluge to be able to explore career options even earlier. "There are so many, it can be hard to know where to start and what suits me best. And there aren't any career fairs like there are with industry employers."

Another new session demystified "The Real Faculty Life," as visiting faculty explained how their different institutions define service, how much teaching — and how it affects their day-to-day life with colleagues.

Several panels, like one titled "Underrepresented in Our Field," highlighted ADVANCE

INSIDE: HOT SUMMER ACTION STARS  
TEEN IDOLS TODAY  
JOCKS WE LOVE

COLLECTOR'S EDITION  
**People**







# RYAN REISS

*Shopdropping is a satisfying,  
full cycle process that took  
me from inspiration, to  
crafting and launching a final  
product.*

Urban Outfitters sells several products that sexualize women. One of the most egregious examples is of a men's t-shirt showing Mickey Mouse hands groping a pair of women's breasts. To my surprise, I regularly saw people wearing the shirt around campus. To expose the offensiveness of treating bodies as fetish objects and the power dynamic that persistently objectifies women, I created a dress showing the mouse fondling a penis.

— Ryan Reiss





# OLIVIA MOORE

*I discovered that if you look like you know what you're doing, no one will question your motives.*

Schools within the University of Michigan have varying degrees of resources, largely dependent upon a combination of enrollment or donor funding. University students from all majors are acutely aware of the mounting attention gained by the Ross School of Business, which has an extravagant new building with such amenities as a fitness center, Starbucks café, luxury hotel, a Winter Garden, and faculty offices with Herman Miller furniture and individually controlled thermostats. Questioning the idea of elitism within a public university where all students should have the same resources and none should feel intimidated to participate in certain spheres, Olivia Moore created *Branding Tags*. The tags allow students to re-allocate facilities; without being an affluent donor, students may place a tag on any piece of property to claim the resource.





4



RESERVED  
ROSS STUDENTS

2



3



B



★1



STOP









# KATIE MONGOVEN

*I now realize that the world is  
full of spaces to display my  
art.*

The bistro boxes at Starbucks remind me of Japanese bento boxes with food that has been cut into bite-sized pieces, making eating effortless. Each food item has its own compartment, like a house, giving sushi or an edamame hummus wrap human and toy-like qualities. In my previous work I have been interested in working with tactile fibers and materials with unique physical characteristics. With Meret Oppenheim's *Breakfast in Furs* in mind, I imagine the feeling of thread on my tongue or gnawing on a felt square with my teeth. The idea of eating something that cannot be digested is unnatural and somewhat disgusting. On the other hand, with this work, I'm mimicking food using heavily processed materials that were once plants and animals that could have been consumed.

— Katie Mongoven

FIBER

More Delicious Options

# felt FLOSS

*With multi-colored felt, fabric glue, embroidery floss, and yellow sewing thread. Paired with dyed felt, fabric glue, silky embroidery floss, and red sewing thread.*

SEE NUTRITION FACTS FOR FELT, FABRIC GLUE, AND FIBERS CONTENT

0

CALORIES

25g

DYED FELT

100g

FIBER

**PERISHABLE** KEEP REFRIGERATED

NET WT 6.8 OZ/193 g

\$5.95

AMERICAN CLOTHING  
AMERICAN CLOTHING  
AMERICAN CLOTHING







## Nutrition Facts

Serving Size 1 package

Amount Per Serving

Calories 0      Calories from Fat 0

Total Felt 25g	10%
Saturated Felt 5g	5%
Trans Felt 0g	

Embroidery Floss 5g

Cloth 20mg	20%
------------	-----

Total Fibers 100g	50%
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Dietary Fiber 0mg	0%
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Sewing Thread 200mg	58%
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Plastic 10g	15%
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Glue 50%	•	Floss 30%
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Paint 20%	•
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\*Percent Daily Values are based on a 2,000 calorie diet.

INGREDIENTS: FELT, THREAD, EMBROIDERY FLOSS, FABRIC GLUE

MADE EXCLUSIVELY FOR: STARBUCKS COFFEE COMPANY  
222 S STATE ST, ANN ARBOR, MI 48104 USA

SKU 11051443



0 79105 51300 5





# JILLIAN EISENBERG

*Consumer space is  
intentional. Nothing is by  
accident.*

Ragstock is a Midwest chain store selling used and new clothing and known, on college campuses, as a go-to place for everything from wacky costumes, jean jumpsuits, Hawaiian shirts, or even lingerie. Ragstock has a particularly large assortment of tights and thigh highs, modeled by women in sexualized poses. Questioning gender roles and sexualized apparel, Jillian Eisenberg recast the female model of Rainbow Thorn Net Thigh Highs.



*Leg Avenue*

Rainbow Thorn Net  
Thigh Highs

Bas Résille  
Arc-en-ciel Epines







Are you a college student? Do you need coffee to wake up? Do you need melatonin to sleep? Do you need weed to relax? Do you need Adderall to work? Jillian Eisenberg's *Addiction Coffee Sleeve* queries college students' dependence on multiple stimulants and depressants in order to accomplish day-to-day tasks.



# CHECK THE BOX:

- ☐ Do you need coffee to wake up?
- ☐ Do you need melatonin to sleep?
- ☐ Do you need need to relax?
- ☐ Do you need Adderall to work?





# EMILY WATERS

*The comic shop Vault of Midnight is my world: comics, games and “geeky” things. To make critical artwork for my “own world” was very significant to me and I hadn’t thought to produce work for this environment.*

Comics provide escapist fantasy for readers. Emily Waters' *Mundane Comics* subvert these expectations and jolt readers back into their real lives with plotlines based on the most ordinary of the average of events.

# AVERAGE People



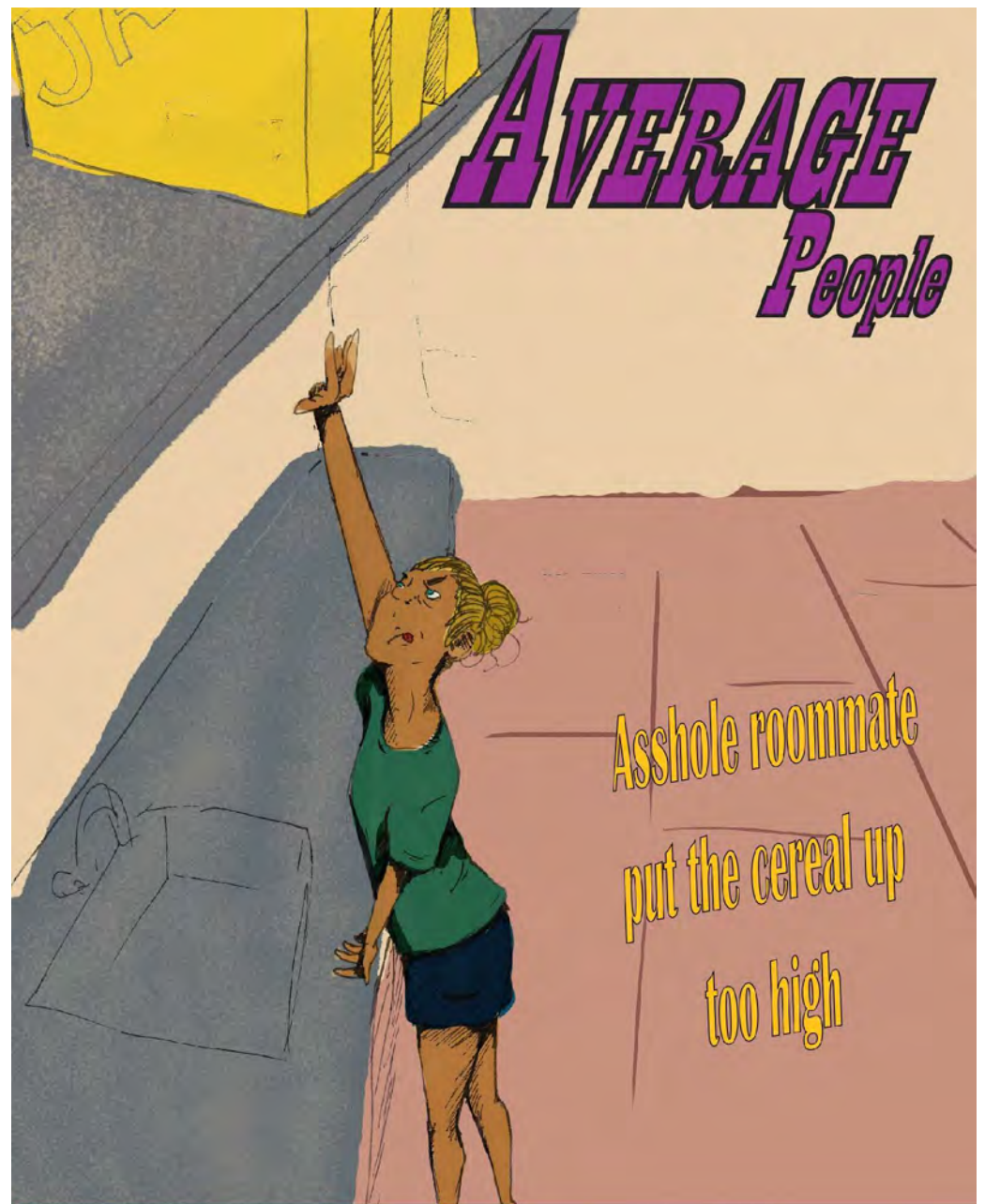
THE CAT PEED ON  
THE CARPET  
AGAIN

**\$3.99**

**MUNDANE COMICS**

**Issue Two**





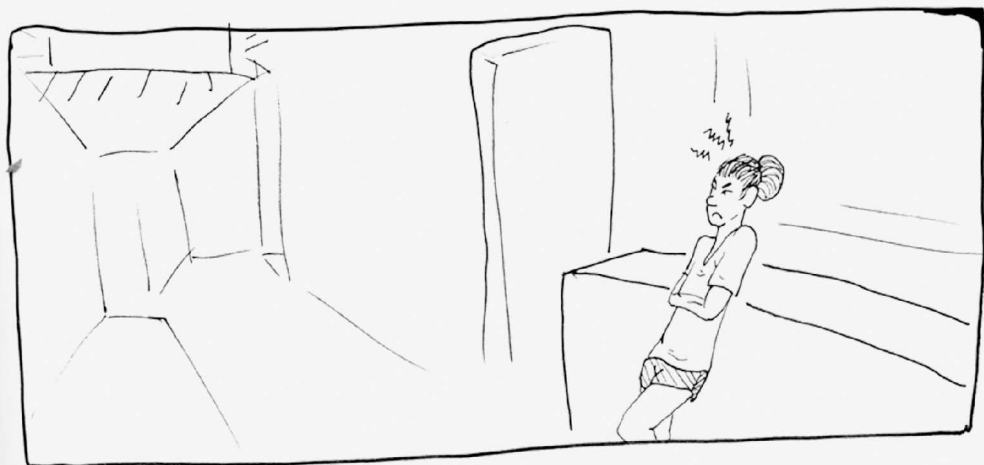
# AVERAGE People

Asshole roommate  
put the cereal up  
too high

**\$3.99**

**MUNDANE COMICS**

Issue Three







ER SERVICE CENTER

Every Month SUBSCRIPTION Privileges





These cups feature *Intense feelings of Guilt, Increased Lethargy and Apathy, Sudden intense emotions followed by numbness, and Lack of motivation and interest.* These four symptoms are common signs of depression, often overlooked by friends and family, and contribute to the stigmatization of depression and mental illness as a whole. I chose to drop the cups in Starbucks because it's a hub of activity and a meeting place for students, and because the warm lighting and comfortable furnishings of the coffee shop invite customers to feel safe. Drawing inspiration from my love of comics, I turned cups into mini graphic novels in the hope that they would help those who experience depression feel not so alone.

— Emily Waters











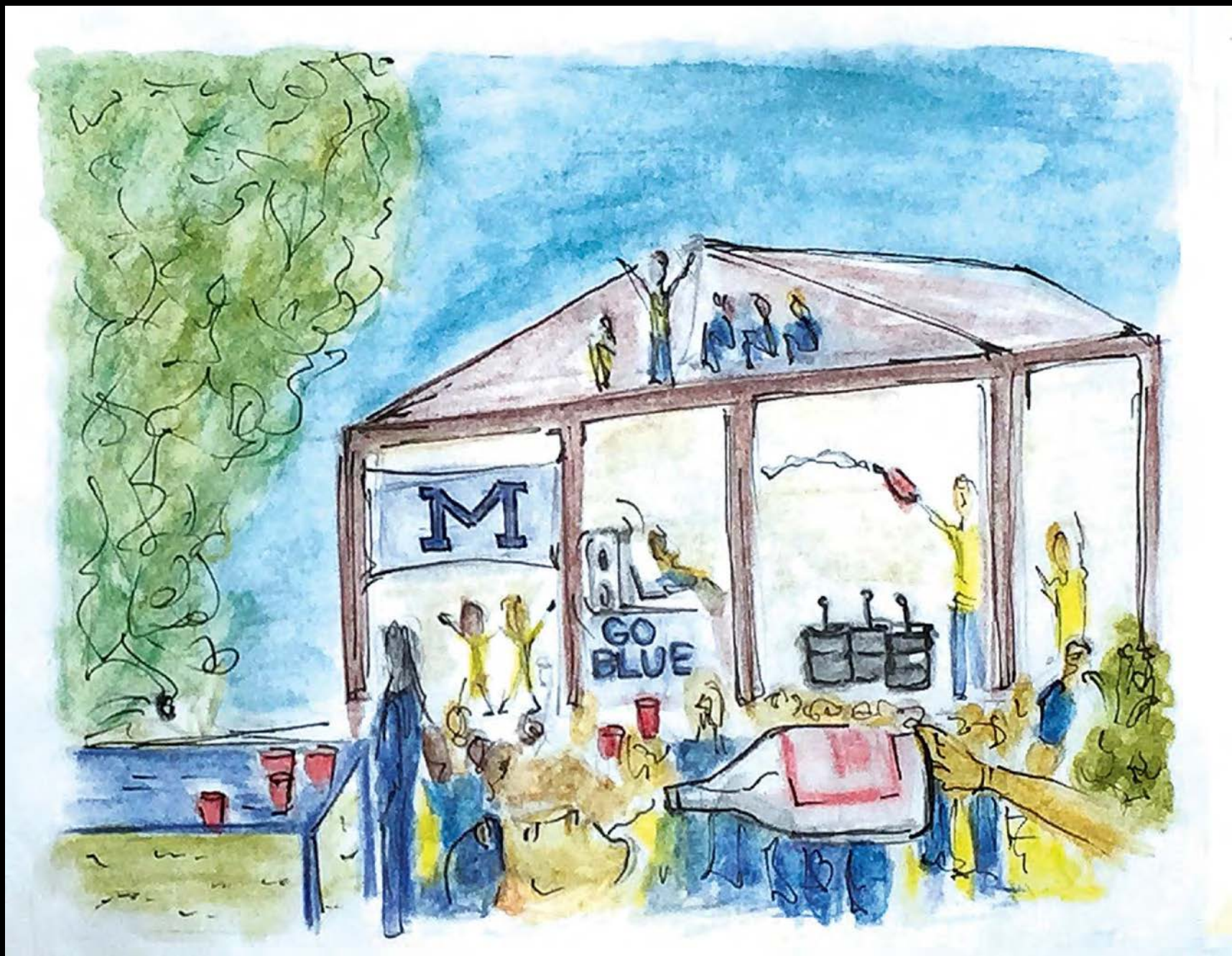
# EVA COHEN

*Shopdropping has changed  
how I think about the  
consequences of art,  
audience, and interaction.*

As the “official retailer of the University of Michigan Athletics,” the MDen's postcard rack provides a face for the “leaders and best” while “honoring the tradition of excellence.” The MDen also shields prospective students and nostalgic alums from unsavory aspects of University life. Eva Cohen's cards present a fuller picture.











# DINA VELORIC

*I was able to watch  
consumers grab my product  
and see their reactions to  
something I made.*

Dina Veloric transformed Coke bottles into interactive sculptures. Using gummy bears as embellishment, labelling, and tangible icons of sugar, she dropped in a perpetually low-stocked local pharmacy to add color and play to the store.





# ALBIANN TULLY

*While we intervene in the retail experience to impact others, the experience also changes us. Working in the toy store sparked my sense of whimsy, curiosity and play.*

Robot kits found at Robot Supply & Repair in Ann Arbor use objects easily found in one's home. Albiann Tully's *Hand Robot* imitates these kits and allows the consumer to turn their hand into a robot. Using tape, spare metal parts and wires, the product probes the plausibility and usefulness of live human robotic hands.



FUN MECHANICS KIT

# HAND ROBOT

A ROBOT THAT SCUTTLES ALONG BY  
CONTROLLING THE MUSCLES OF YOUR  
HAND. IT IS POWERED BY SUPERFOODS  
AND WILL GRAB YOU BY SURPRISE!

ROBOT MAIN  
HANDROBOTER  
HANDENROBOT  
MANO ROBOT  
ROBOT MANO



FOR AGES OVER 8

**⚠ WARNING:**  
CHOKING HAZARD - Small parts.  
Not for Children under 3 years.



**4m**





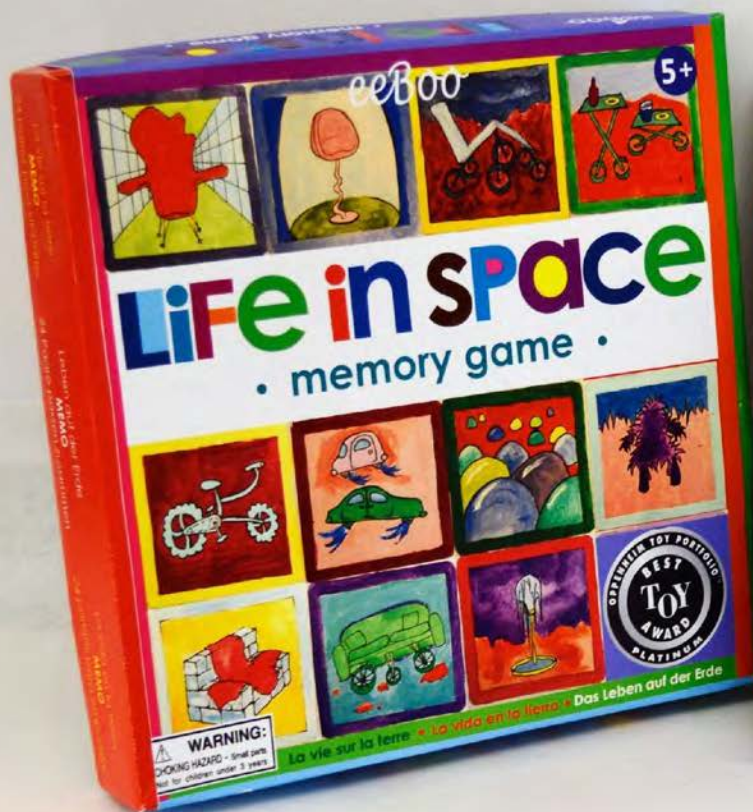
*Life in Space* imitates a memory game called *Life on Earth* but elaborates on the theme by depicting whacky furniture and other articles imaginable in civilizations throughout space. Inspired by Dr. Seuss, mid-19th century furniture, and futuristic furniture, Albiann Tully hand-drew a playscape for children of biomorphic fluffy lamps, poofy bike wheels, gumdrop domes, mars rover couches, among other fantastical, utilitarian contraptions. The resulting memory game allows users to remember imagery that only partially relies on known objects.

drop location: Mud Puddles, Ann Arbor











# DANA DEMSKY

*Shopdropping helped me take risks in my creative practice that I wouldn't have done in any other studio. I've learned to think creatively in the form of installations, performance art, and textiles.*

*Emoji Envelopes* introduce the United States Postal Service to contemporary technology. Users can write a small “text message” on the front of the envelope and send emoji cutouts to friends and family anywhere. Using collaged mailing envelopes, Dana Demsky reworded the envelopes to fit users’ emoji needs.

**PRIORITY<sup>®</sup>**  
**★ TEXT ★**



**E MOJI ENVELOPE**

6 EMOJIS  
Included



EP14 July 2013  
OD: 11.625 x 15.125



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**GONE TECH**

• Domestic only.





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# FREE BOXES

## PRIORITY MAIL EXPRESS

### DOMESTIC OVERNIGHT DELIVERY TO MOST DESTINATIONS

GUARANTEED DELIVERY BY NOON OR 3 PM OR YOUR MONEY BACK!  
10:30 AM DELIVERY FOR 15 MORE.



FLAT RATE ENVELOPE



FLAT RATE BOXES

OR

## PRIORITY MAIL

### SPECIFIED DOMESTIC DELIVERY DATES



FLAT RATE ENVELOPE



FLAT RATE SMALL BOX



FLAT RATE MEDIUM BOX



FLAT RATE LARGE BOX

OR

PRIORITY MAIL ENVELOPE

SHIPPING STARTING AT \$5.75

15" x 11"

PRIORITY MAIL EXPRESS ENVELOPE

SHIPPING \$16.95

PRIORITY MAIL FLAT RATE SMALL BOX

\$5.95

8" x 5" x 3"

PRIORITY MAIL FLAT RATE ENVELOPE

\$5.75

12" x 9"

# MARIAH GARDZIOLA

*The opportunity to discuss my thoughts about the University, politics, or normative prescriptions has been very rewarding.*

The 2016 presidential election began to pick up in intensity as Donald Trump entered the race as a Republican and Bernie Sanders changed his Independent status and claimed Democratic affiliation. Many U.S. postal stamps exist in the 'forever' form, never losing value. Mariah Gardziola's *2016 Candidate Selection* poster juxtaposes this ceaseless value with the fleeting attention that the public, en masse, turns toward politics and debate.



# 2016 CANDIDATE SELECTION

A COLLECTION OF THE STATES' BEST AS THEY SCRAMBLE FOR THE ATTENTION OF THE AMERICAN PUBLIC BY DEMONSTRATING QUESTIONABLE LEVELS OF INTELLECT\*



**HILLARY CLINTON**  
FLIP-FLOPPING ON  
SOCIAL POLICY  
SINCE '79



**DONALD TRUMP**  
All of the 1%



**BERNIE SANDERS**  
Democratically  
Socialist



**JEB BUSH**  
Were two not  
enough?



**JIM WEBB**  
A Democrat with an  
'A' in NRA

DEMOCRATIC PARTY

REPUBLICAN PARTY



MAKE YOUR VOTE COUNT BY CHOOSING ONE OF THE STAMP SETS\*\*!

\*THESE STAMPS VALID UNTIL THE PUBLIC FORGETS ABOUT POLITICS AGAIN

\*\*DUE TO THE POLARIZATION OF THE ELECTORAL SYSTEM, YOUR VOTE ONLY REALLY MATTERS IF YOU CHOOSE ONE OF THESE PARTIES. HAPPY POLARIZED HUNTING!



**UNITED STATES**  
POLARIZED SYSTEM





While most spirit wear exists as a display of pride or identity affirmation with the University, the *Michigan Elitists*, *Michigan Indifference*, and *Leaders & Blessed* shirts shift the positive view typically associated with boosterism to one of critique. The series considers the economic and social realities of a public University that is becoming increasingly expensive.







**MICHIGAN  
CHEMISTRY  
M**

**LEADERS &  
BLESSED**





Voyeurism takes on a new face as the publishing world releases the private pages of diaries into the public domain. Posthumously released journals, such as Kurt Cobain's, often publish curated versions of an individual's inner thoughts, not necessarily meant for public consumption. The book that Mariah Gardziola dropped in *Urban Outfitters* is a curation of pages from her own journals. She wrote these private thoughts without intention to disclose. Though Gardziola handcrafted the final book product, the work exists in her instigation of the process of curation, whereby she invited a stranger and a close friend (whose relationship is detailed in the journals) to select which pages to publish.



WHEN YOU MAKE IT  
OUT OF MATCHSTICKS,  
YOU'RE ASKING FOR IT  
TO END IN FLAMES



She told me don't worry about it.

She told me don't worry, no more.

I'M LAYING DOWN BUT I FEEL LIKE  
I AM FALLING. SEND HELP.

I used to always know whose voice would talk me down. I wouldn't even need to tell them. I could just call and say nothing for a hour and feel better. Now it's not the feeling of falling that scares me as much as the not knowing whose voice I want to hear.

This is both very scary & very exciting.  
???????

Because everytime I catch myself, I get a little bit stronger. Because everytime I catch myself, I can breathe myself out of it. I can be myself until I'm out of it.

What a beautiful time it is to be falling when I know that I can fly.

22h00



### WHAT HAPPENS WHEN ALL ELSE FAILS?

23h00

21 July 2015

Today, I fell asleep at 2 am and barely slept. Vini texted me asking how much to charge. And for Addressal & when I got a text from Andi telling me to tell him a surprise I just stopped. We remembered Amy with Nayla.

I called V on the way out. No answer. But he was texting her. We go to his friends at Todd's place. He said he fell asleep at work. It's the same five fell asleep at this place. A guy from PCG works there & he'll go there if med school doesn't work out. All the lies.

When he walked out he was a deer in



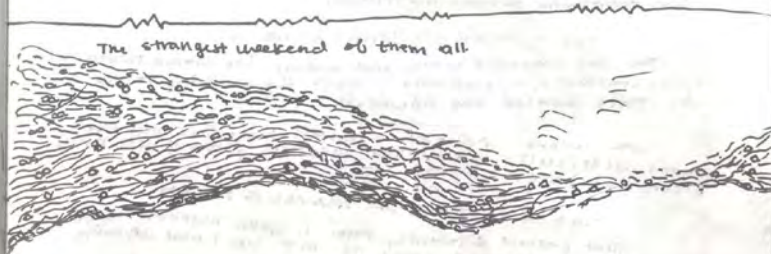
this is the fear of falling apart

for be bu oo or sh  
spe th fr ti n e a s  
i m so is u t wo lo s t  
d f th b





The strangest weekend of them all



## THE YEAR OF GOOGLE NUMBERS & LUXURY ROCKERY

First meeting him I remember knowing that he wasn't someone I wanted to be around. White Polo surrounded by streetwear knock-off Givenchy. Their attitudes toward me were enough of a warning. Then, in the dark of a cement apartment, they were their truest selves. Initial impressions are important, but ~~they~~ it would seem I found this one irrelevant. Convinced I must have had to collect more information. This was the downfall.

It started out of their perverse desire to sell prescription drugs. It seemed like he was on a cocktail of all types of drugs, but he had a way to spare. They were so weirdly giddy about it all. He told me something about the way his brain worked, everything began then. It continued without end until the year of Google numbers & luxury came to an end.

### THE QUARTER OF LUXURY & AWEARY

Our friendship was slow to grow but when it did it crept through the local ~~pasture~~ brambles. Only stirring deeply when I had to pull them out. We grew together. At last, I grew with him. He presented it all to me both alive, growing better and better at being a good friend in my life so perturbing. In some hindsight, I spent that time getting close to her. She is my ally.

He started causing problems early. Between my friends & I, between me and new people. He is a little boy. You can tell in the way that he holds onto himself. In the way he fixes his hair in every reflective surface. How he constantly washes down his looks.





# IKEA

As a group, the Shopdropping Studio engaged with one site collectively — IKEA in Canton, Michigan. IKEA offers fascinating cross-cultural perspectives, ideas about modern living, labor, and mass production, several types of shopping experiences that appeal to both emotional and logical consumers, and a huge range of commodities related to ideas about the “home.” We study the history of IKEA’s strategies, stores, products, amenities, and labor practices, and do a full site visit and analysis. Each student creates a work with IKEA in mind as the location and we shopdrop these images/objects during one 3-hour period.





**Artist: Dana Demsky**

*The Curtain of Objects Past* is built from recycled materials and old, forgotten articles — a curtain rod, antique painted cups and dishes, a handmade needlework, kitchen utensils, and scraps of fabrics and textiles. Standing in front of the main entrance to IKEA, Dana Demsky invited customers to walk through the curtain portal as a way of transitioning from their past possessions to their new IKEA acquisitions.



**Artist: Albiann Tully**

Drops of stuffed fuzzy fur and felt tumbled out of showroom sink faucets to add whimsy to IKEA's view of home life. Albiann Tully placed the furry forms to lighten shopper's moods and break their concentration from the practicalities of usefulness.



Easy recycling  
right where  
you need it

This is how we solve





Kitchen  
**Island - BOOBYN**  
200x120

This kitchen combination  
**\$2,524**

Island & Seating	\$2,000
Countertop	\$1,700
Appliances	\$1,100
Countertop & Island Lighting	\$1,000
Complete price	\$4,700

Kitchen Faucet  
**GUTTRAN**  
Chrome polished

- 1/2 inch compressed stainless steel faucet with ceramic disc cartridge
- 1/2 inch compressed stainless steel faucet with ceramic disc cartridge
- 1/2 inch compressed stainless steel faucet with ceramic disc cartridge

Single Hole of Faucet  
**\$119**



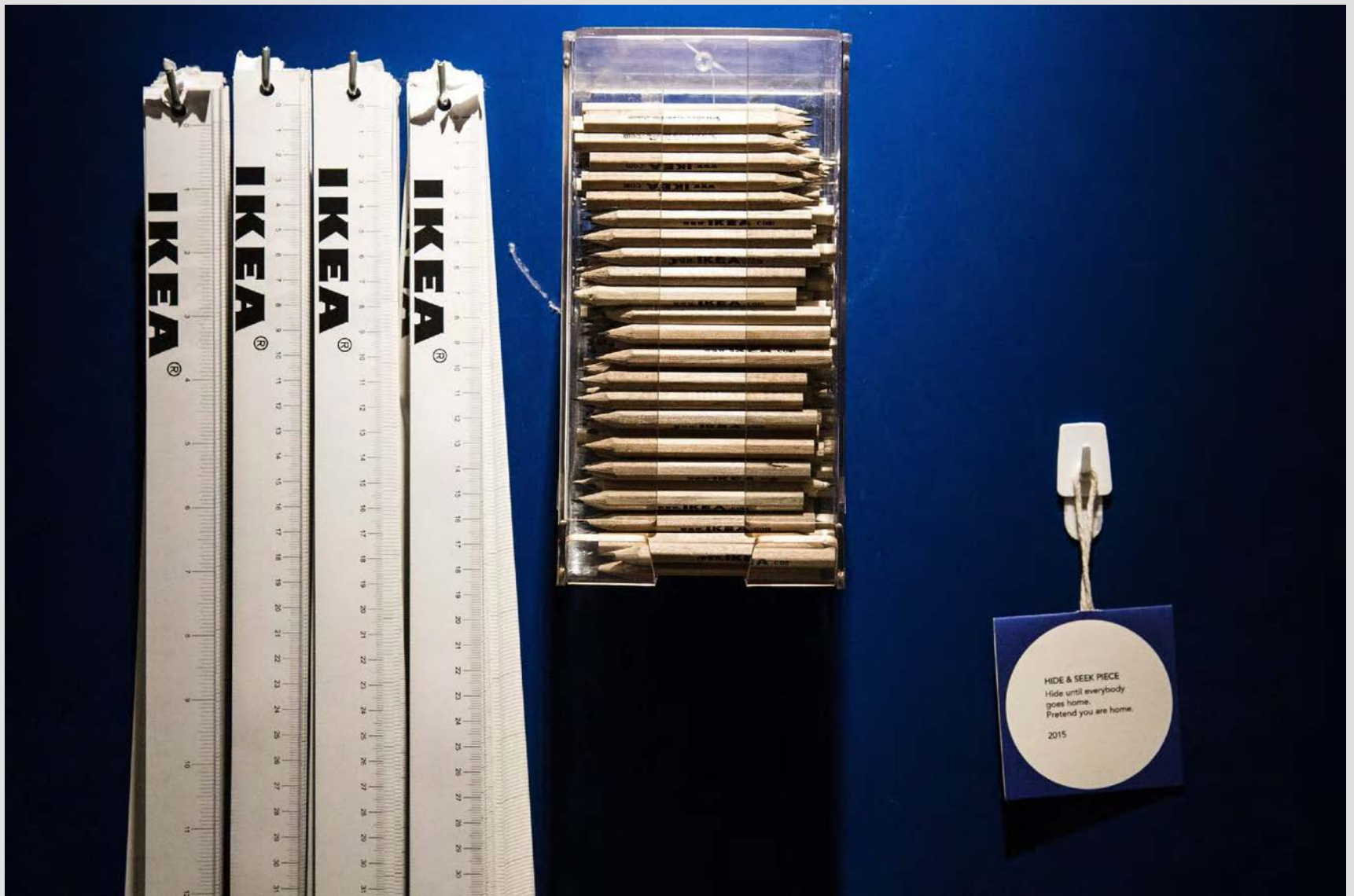
Customer service  
1-800-4-A-ICED











**Artist: Emilie Farrugia**

Yoko Ono's 1960s abstract and optimistically imaginative instructions on large white canvases inferred that anyone could participate in the creative process of art making. Emilie Farrugia applied this idea to small tags within the endless, teeming maze of products at IKEA in an effort to prompt non-materialistic thoughts.



KITCHEN PIECE  
Open and imagine that  
you live inside.  
Pray that your dream  
kitchen fits.

2015

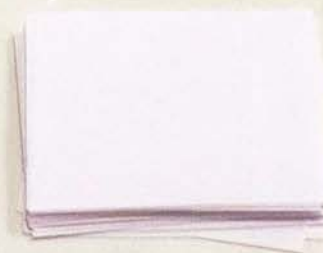
\$4.99

Pick up this product at  
MARKETPLACE  
COOKING & EATING





GROWTH PIECE  
Buy as many plants  
as it takes  
to no longer feel  
alone.  
2015





Ceiling lamp

**VÄTE**

28" white

BREATH PIECE

Listen to the sound of the  
room breathing.

2015

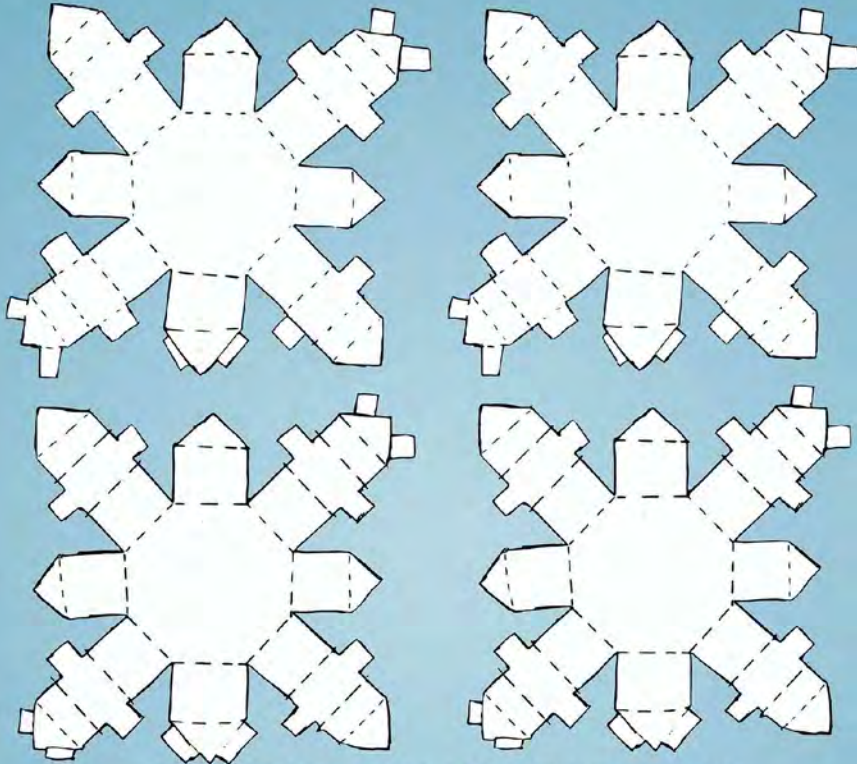
Design: Maria Vinko

**\$29.99**



Over  
for more  
information ►

Pick up this product in  
**MARKETPLACE**  
**LIGHTING**



***Fold Together Famous Ikea Cinnamon Rolls***



***Bring home the sweetness***

**Artist: Emily Waters**

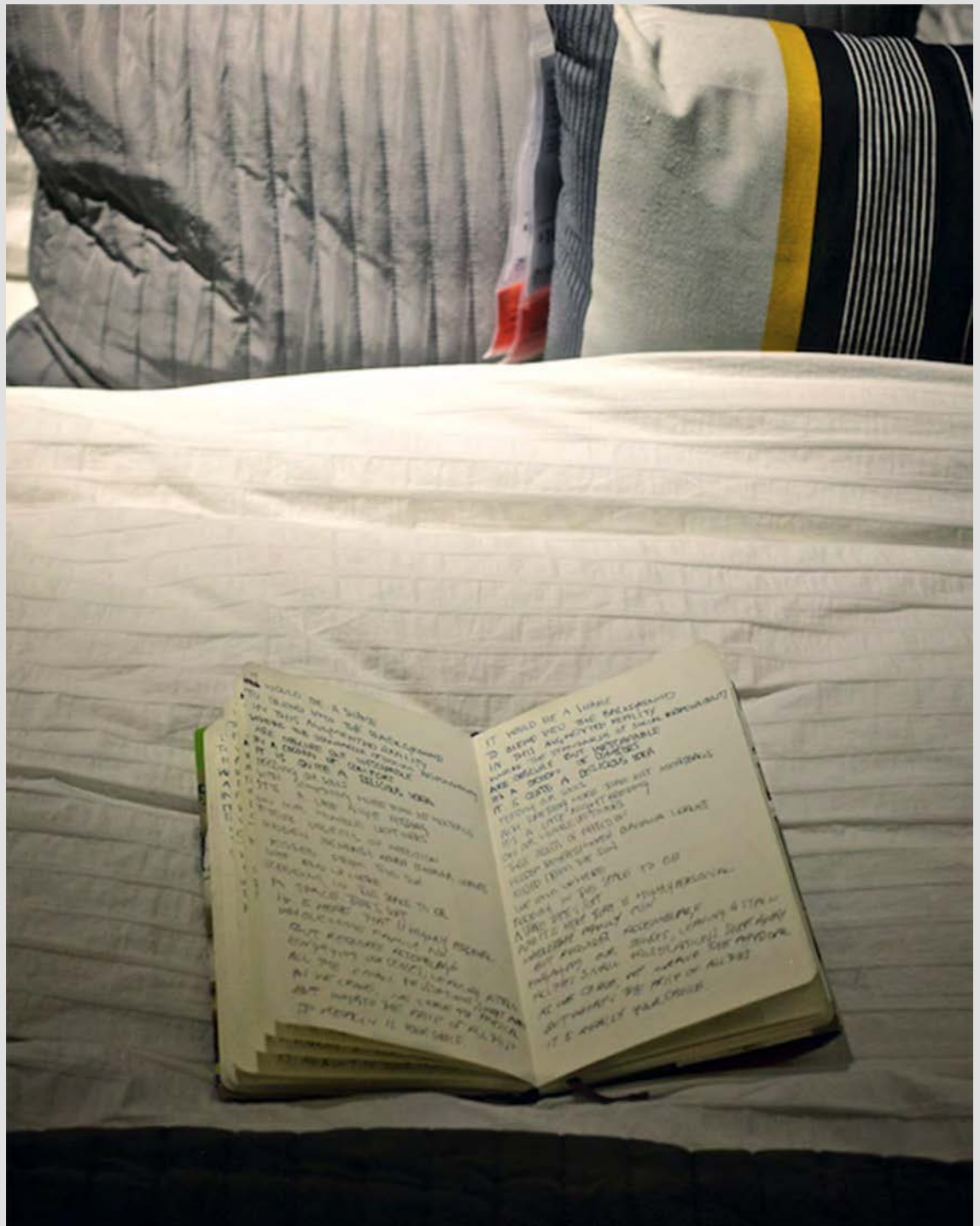
The *IKEA Foldable Cinnamon Roll* utilizes the IKEA effect in allowing users to have a hand in building their own cinnamon rolls. Mimicking the style of IKEA instruction, consumers receive directions to assemble their own roll from a uniform pattern.





**Artist: Jacqui Frey**

Thumbing through the IKEA catalog and thinking about the large corporation, its cheap products, and our consumer culture, Jacqui Frey created a found poem that uses only IKEA quotes. She hand wrote the poem 400 times in a book as an insane ritual of mass production of poetry.







It would be a shame  
To blend into the background  
In this augmented reality  
Where the standards of social responsibility  
Are obscure but inescapable  
In a cocoon of comfort  
It is quite a delicious idea  
Feeding our souls  
With something more than just meatballs  
It's a late night feeding  
On our humble leftovers  
These objects of our affection  
Hidden beneath woven banana leaves  
Kissed from the sun  
We end up here  
Residing in the space to be, a space that's soft  
And it is here that is highly personal  
Wholesome family fun, but requires assemblage  
Engaging our senses, leaving a stain  
All these small frustrations, swept away  
As we crave  
We crave the physical  
But what's in the price of all this?  
It really is your choice.



**Artist: Jillian Eisenberg**

IKEA appeals to the sensorial component of consumer experience. When I walk into IKEA, the first thing I notice is the mouth-watering scent of cinnamon buns. As I take the escalator upstairs, the scent disappears, leaving a lonely smell of nothingness. Walking through the showroom kitchens, where I feel most at home, I imagine the kitchen utensils are my own, that I'm slicing cookie dough with their roller-cookie cutter. In my own home, I cooked four dishes that might embody ideas of "home" for the IKEA customer in Canton, Michigan: two street-style Indian dishes (Canton has a large South Asian population), Michigan Pasties, and Swedish Pancakes. In the kitchen/dining showrooms at IKEA, I opened the steaming bowls and transferred this food onto the IKEA table settings, allowing the aromatic scent of a home cooked meal to spread throughout the store. — Jillian Eisenberg











002833/750000  
MIRON P ROBYN

011823/555000  
Bodrul Khaliq

028680/800000  
Mikael Varnhammar

067602/525000  
Ani Heide

008012/500500  
KARLA

000601/700500  
CHARLOTTE RAMEL

002508/550500  
Eva Cohen

006027/825000  
Marla Vinka

000271/500500  
M. Kjelstrup & G. Öst

**Artist: Eva Cohen**

While the IKEA catalog emphasizes the role of the designer in creating innovative design, the store emphasizes mass production. Eva Cohen created signatures for IKEA designers that interpret their design sensibilities as autographs. Placing each signature and an edition number on their creations in the stores called attention to the artists behind the pieces.



*Kenner*

002508/550500



Knut Högberg & Mattias Höglund 901705/514000

Coffee table

**LISABO**

27 1/2x27 1/2 "  
ash veneer

- The table surface is ash veneer and legs in solid birch give a warm, natural feeling to your room.
- Easy to assemble as each leg only has one fitting.
- Ash is a natural durable material. The surface has been made even more durable by a protection coat of varnish, which also helps it keep its natural wood feel.
- Each table has its own unique character due to the distinctive grain pattern.

Design: K. Högberg/M. Höglund

**\$99.99**



Over  
for more  
information ▶

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9

21

Soozy-Spender  
**KALKGRÜND**  
Chrome plated  
► Easy to keep clean,  
thanks to the fingerprint-  
proof surface.  
Design: Heidi Preuß  
**\$9.99**

BATHROOM  
ACCESSORIES

Magnus Ekläck

0006103/100000





**Artist: Mariah Gardziola**

Sexualization of the female body permeates our society. This shower curtain in IKEA plays with the idea of boundary through its transparency. The curtain communicates the confusions between nudity and sexuality. By marking the words "not a sexual object" on the body inside, Mariah Gardziola makes this window visible and asks the voyeur to question their associations with unclothed bodies.







**Artist: Olivia Moore**

Time is an important element for IKEA branding. Time stands still in the labyrinth of the IKEA showrooms and marketplace, without windows or clocks to indicate the passage of the hours. Shoppers drift in a world of newness and order: surrounded by clean lines and materials and wipeable surfaces. By “staging” emotional experiences, showrooms allow shoppers to imagine themselves in modern, bright lifestyle with comfortable chairs and fluffy pillows. Experience economy brand consultants Pine and Gilmore’s third principle of creating engaging consumer experiences states: “Eliminate negative cues. Remove whatever runs counter to the theme or desired impressions.” Olivia Moore’s notices describe the life span of IKEA products in terms that use experiential language as cautionary advice.



Junior desk chair  
**JULES**  
White/silver color  
The chair conforms to the height of the desk in height.

Design: (Name) (Age) (Weight)  
Pay Combination: (Name) (Age) (Weight)  
Price: \$34.99  
Color: White/silver color  
Material: Plastic  
Weight: 12.5 lb  
This Combination: \$34.99

**IKEA**

**JULES**  
junior desk chair  
**\$34.99**

Will last through middle school homework assignments.

**IKEA**



See our SKÅLBERG SPORRIN  
\$39.99

**IKEA**





**GADDIS**

30 cm  
(11 7/8")

1525-3



21520

102.894.11



**GADDIS**  
basket, natural

**\$4.99**

**Will last  
through 12  
house clean  
ups.**





**Artist: Katie Mongoven**

Inspired by the loud, yellow mass of IKEA bags in bins, Katie Mongoven knit an IKEA shopping bag of yarn. While making the bag, she thought about the repetition of her thousands of stitches with the mass production of furniture in IKEA, but, in the end, her mass of stitching produced a handmade, one-of-a-kind bag. The Knit IKEA Bag shares the same dimensions as the original but, as Mongoven walked through IKEA's marketplace filling her bag, the yarn flexes and stretches, accommodating more and more products and becoming an extension of her self. In the video documentation, she drags the sagging bag across the floor, limping from the weight. While other shoppers' wheeled carts abstract their mass of acquisitions, Mongoven's Knit Bag renders the full weight of her impending purchases.



















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Cincinnati, OH 45226 USA

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**BEST VALUE**

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**BEST VALUE**