



Jan Chipchase~

@janchip

 JanChipchase





(a personal project)







东辉 裤

高中低档  
面向普通

特别特  
鞋店

最新款式 最新款式  
最新款式 最新款式

升志文化

PGHFS









# A Design Experiment





# 6 Rules

## Rule 1

It must engage people across China.

## Rule 2

Every Chinese person must  
recognise what is made.

## Rule 3

None of the people taking part should understand what is being made.

## Rule 4

Only Chinese services can be used.

## Rule 5

That the experiment goals and process are reviewed after each task.

## Rule 6

**That the process is transparent.**

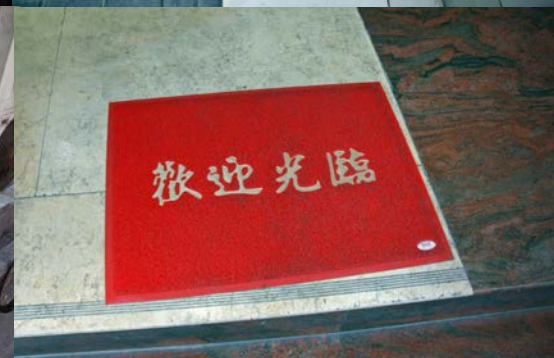
(without revealing the end-goal)





歡迎光臨  
Welcome







Wolke



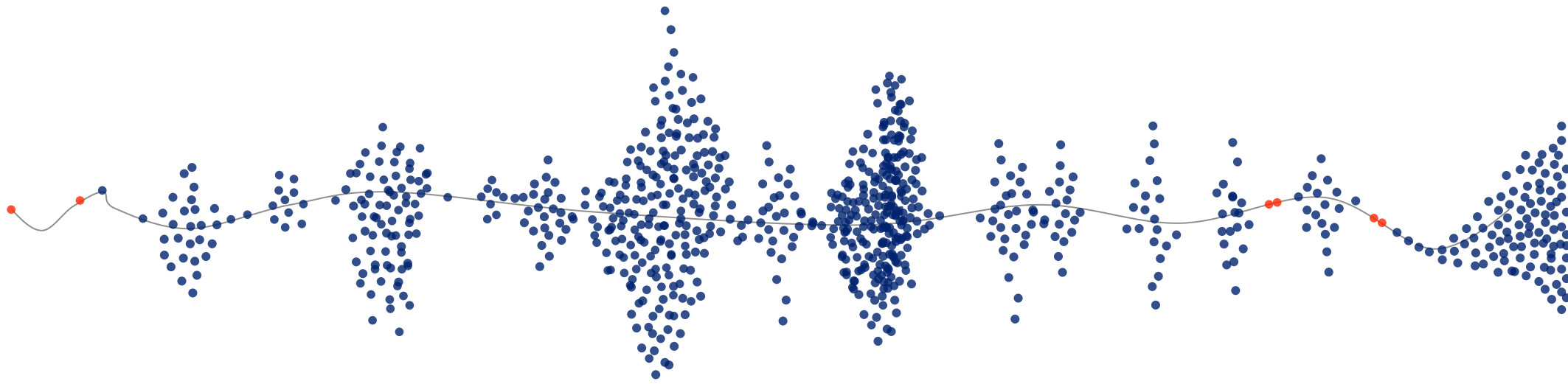
**What to Design?**



(make a giant Chinese flag using  
new red mats bought  
from across China)

# The Process







Zhu Ba Jie



San Da Ha



Diao Cha Pai



Mapbar



Taobao



AliPay



Union Pay



Sina Blog



Weibo



renren



QQ

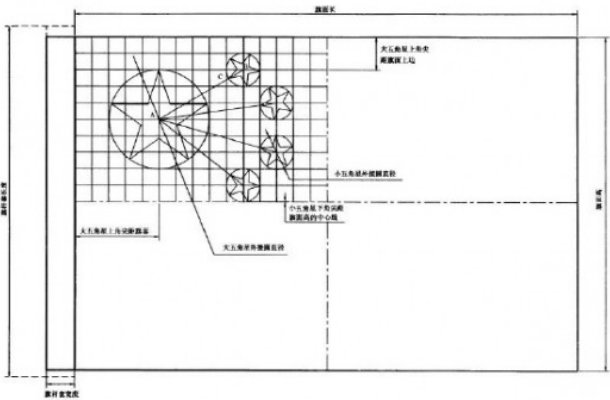


Ali Wang Wang

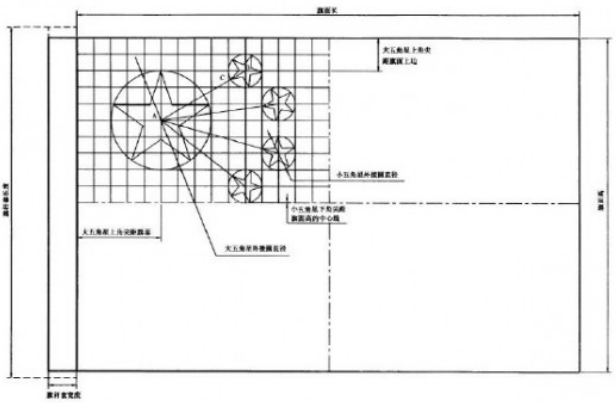
# The Design a Flag Task



150 RMB

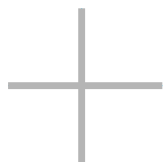
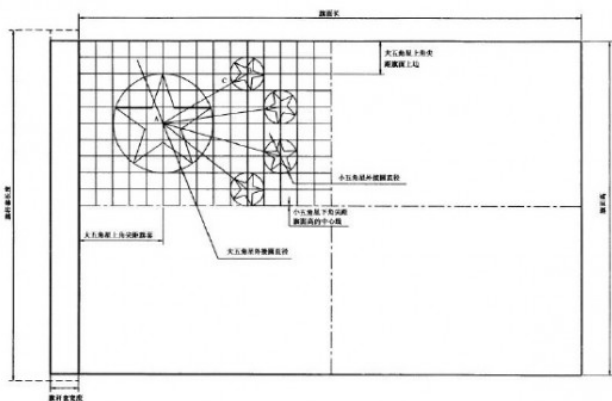


GB 12982-2004  
National Institute of Standards



4RMB





4RMB



“cut your finger and  
compare to the colour of  
blood”



# The Number of Pieces Task



10?

100?

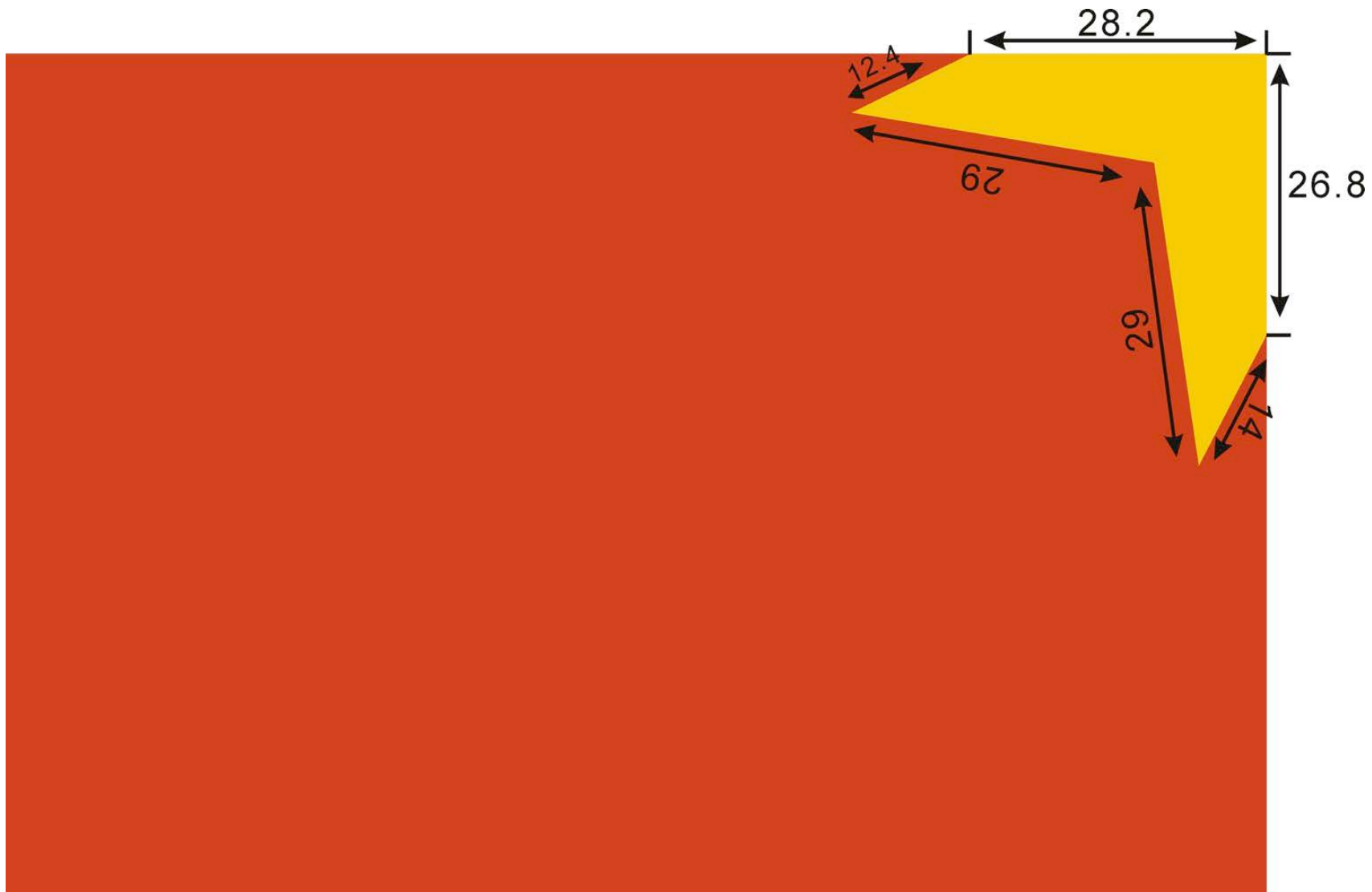
1,000?

1	2	3	4	5	6	7	8	9	10
005	089	029	064	063	035	031	054	006	079
11	12	13	14	15	16	17	18	19	20
078	085	017	083	037	092	065	060	096	033
21	22	23	24	25	26	27	28	29	30
066	038	077	042	024	050	061	003	099	070
31	32	33	34	35	36	37	38	39	40
020	049	009	051	027	018	002	040	023	057
41	42	43	44	45	46	47	48	49	50
036	062	048	094	052	068	028	090	080	091
51	52	53	54	55	56	57	58	59	60
001	095	034	088	039	025	022	016	069	026
61	62	63	64	65	66	67	68	69	70
043	076	045	056	044	087	046	084	071	013
71	72	73	74	75	76	77	78	79	80
073	014	053	07	075	047	086	081	010	100
81	82	83	84	85	86	87	88	89	90
058	074	098	012	067	019	015	041	072	055
91	92	93	94	95	96	97	98	99	100
011	020	082	093	021	059	032	008	004	097

$$86 + 14 = 100$$



淘宝网

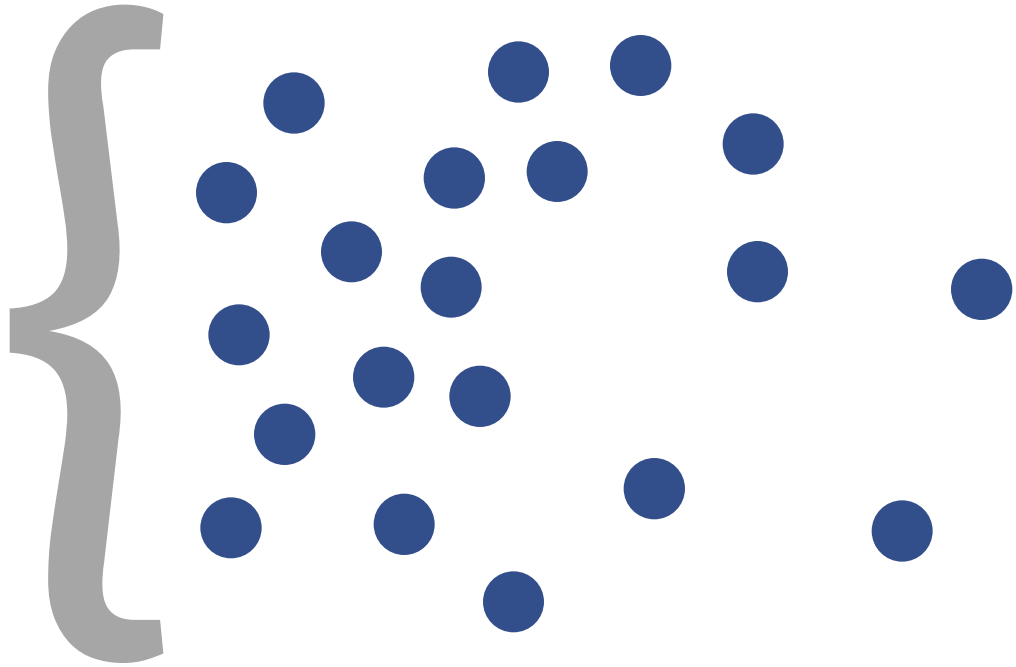


# **The 100 Locations Across China Task**

**“Across China”**



# “Across China”







# “Across China”

4 municipalities *e.g. Beijing, Tianjin*

5 ethnic autonomous regions *e.g. Inner Mongolia, Tibet*

23 provinces *e.g. Hei Long Jiang, Tai Wan*

2 special administrative regions *i.e. Hong Kong, Macao*



## 最能代表中国每省的城市或地区

请按照提示选择最能代表中国每个省的城镇

---

### 河北省 (请选4个) \*

<input type="checkbox"/> A. 石家庄	<input type="checkbox"/> B. 唐山	<input type="checkbox"/> C. 秦皇岛	<input type="checkbox"/> D. 邯郸	<input type="checkbox"/> E. 邢台
<input type="checkbox"/> F. 保定	<input type="checkbox"/> G. 张家口	<input type="checkbox"/> H. 承德	<input type="checkbox"/> I. 沧州	<input type="checkbox"/> J. 廊坊
<input type="checkbox"/> K. 衡水	<input type="checkbox"/> L. 其他 <input type="text"/>			

### 山西省 (请选4个) \*

<input type="checkbox"/> A. 太原	<input type="checkbox"/> B. 大同	<input type="checkbox"/> C. 朔州	<input type="checkbox"/> D. 阳泉	<input type="checkbox"/> E. 长治
<input type="checkbox"/> F. 忻州	<input type="checkbox"/> G. 吕梁	<input type="checkbox"/> H. 晋中	<input type="checkbox"/> I. 临汾	<input type="checkbox"/> J. 运城
<input type="checkbox"/> K. 晋城	<input type="checkbox"/> L. 其他 <input type="text"/>			

### 辽宁省 (请选4个) \*

<input type="checkbox"/> A. 沈阳	<input type="checkbox"/> B. 大连	<input type="checkbox"/> C. 鞍山	<input type="checkbox"/> D. 抚顺	<input type="checkbox"/> E. 本溪
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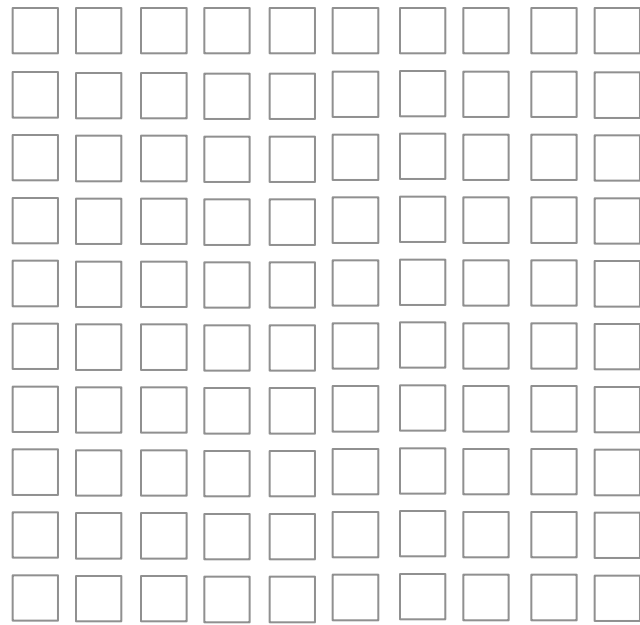
# THE 100 LOCATIONS ACROSS CHINA TASK

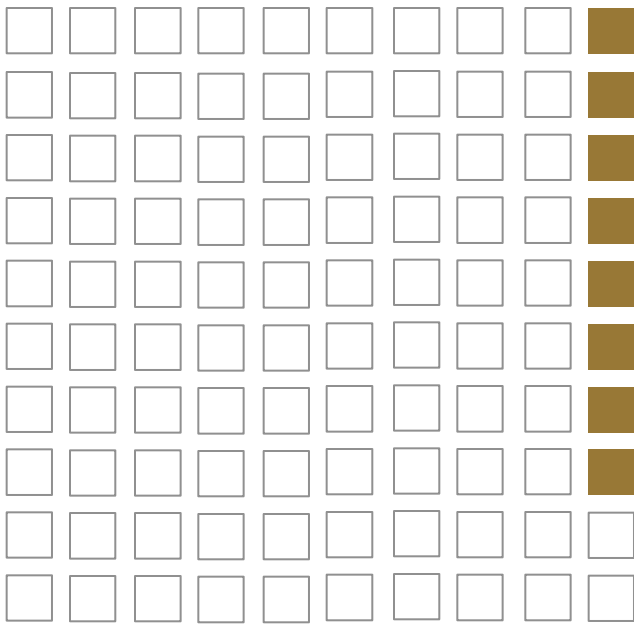


400 公里

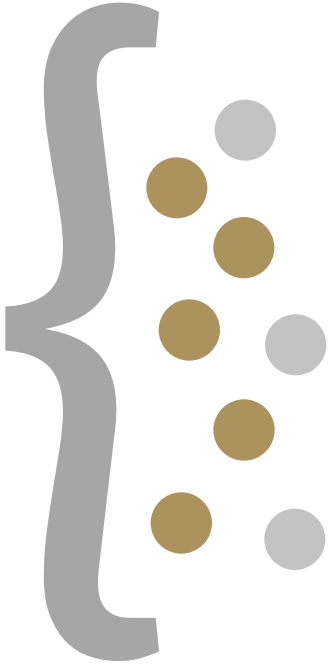


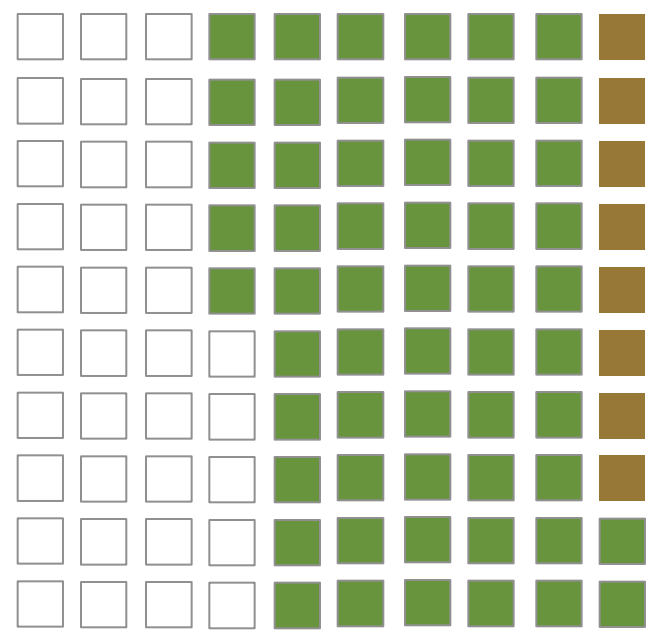
# The 100 Shops Task

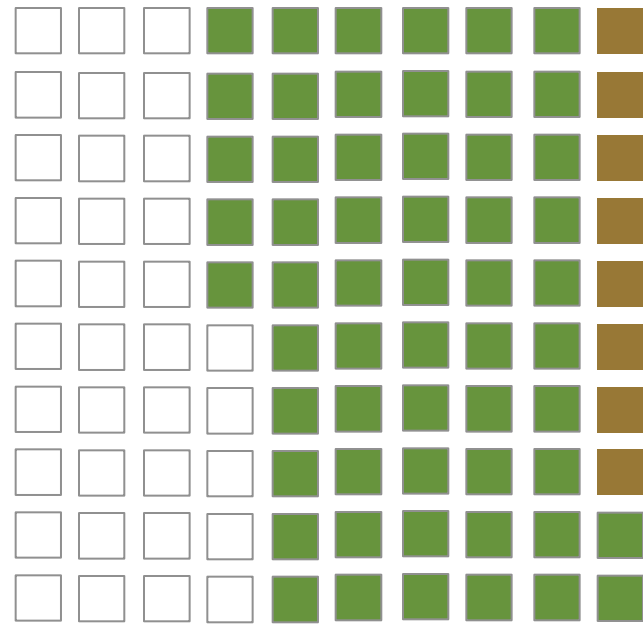




5RMB







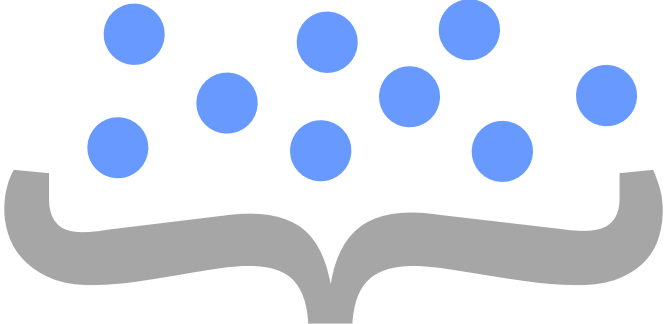




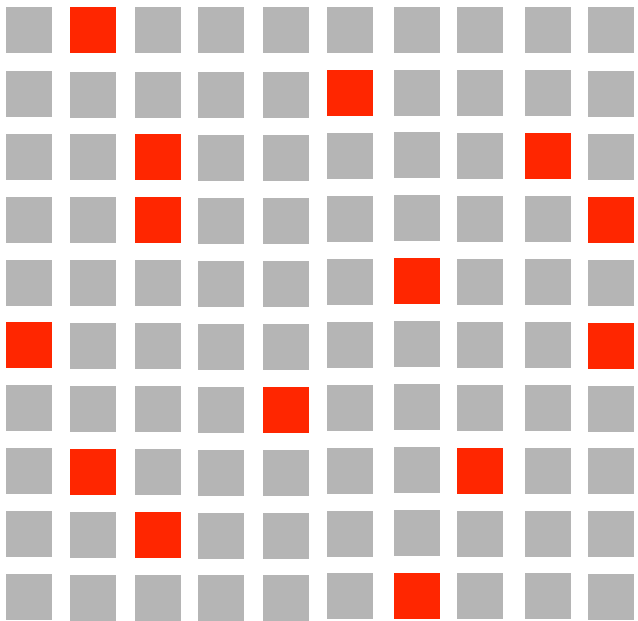


# **The Randomised Custom Mat Task**

THE 14 RANDOMISED CUSTOM MATS TASK



50 RMB



# **The Anonymised Rewards Task**

THE ANONYMISED REWARDS TASK

\$\$\$ → **A**

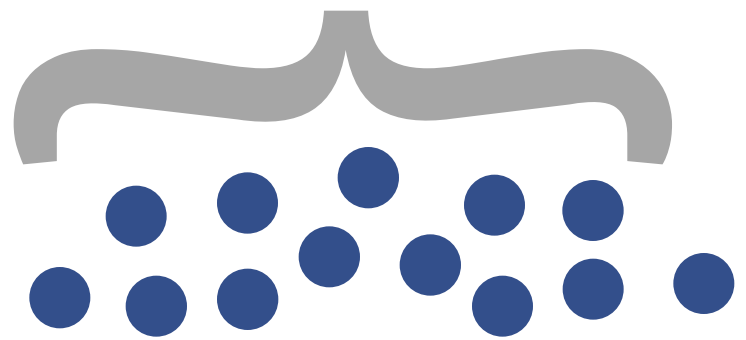


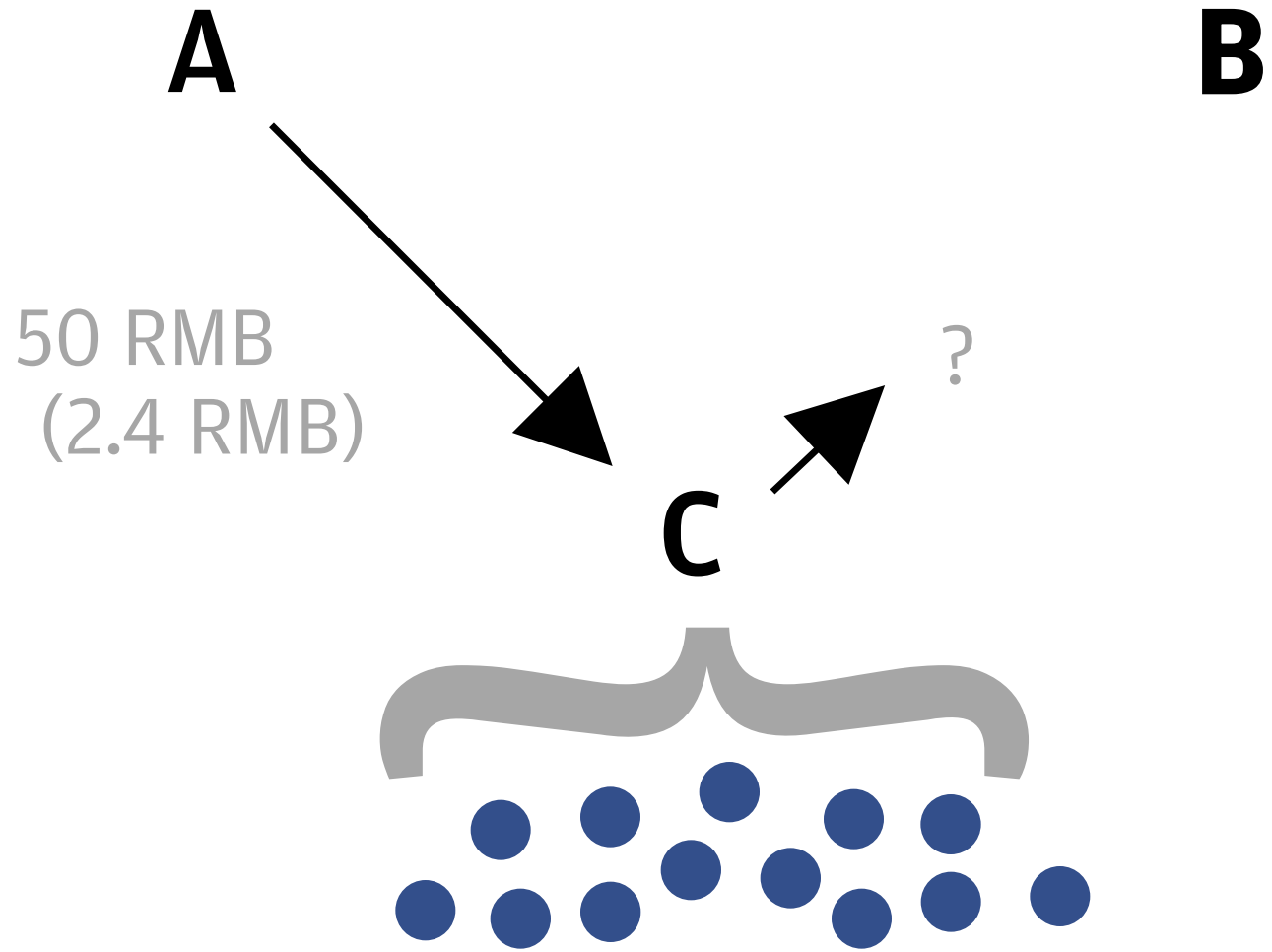


**A**

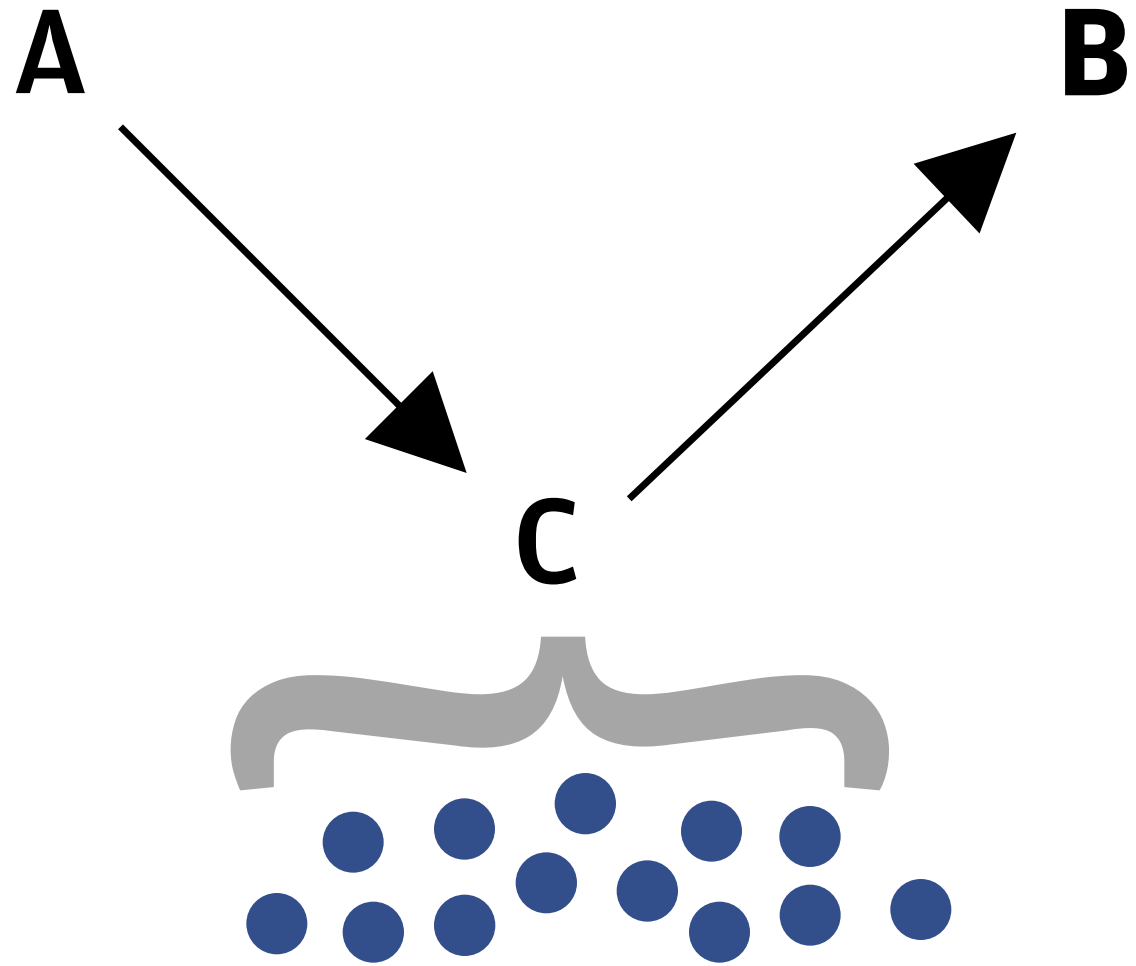
**B**

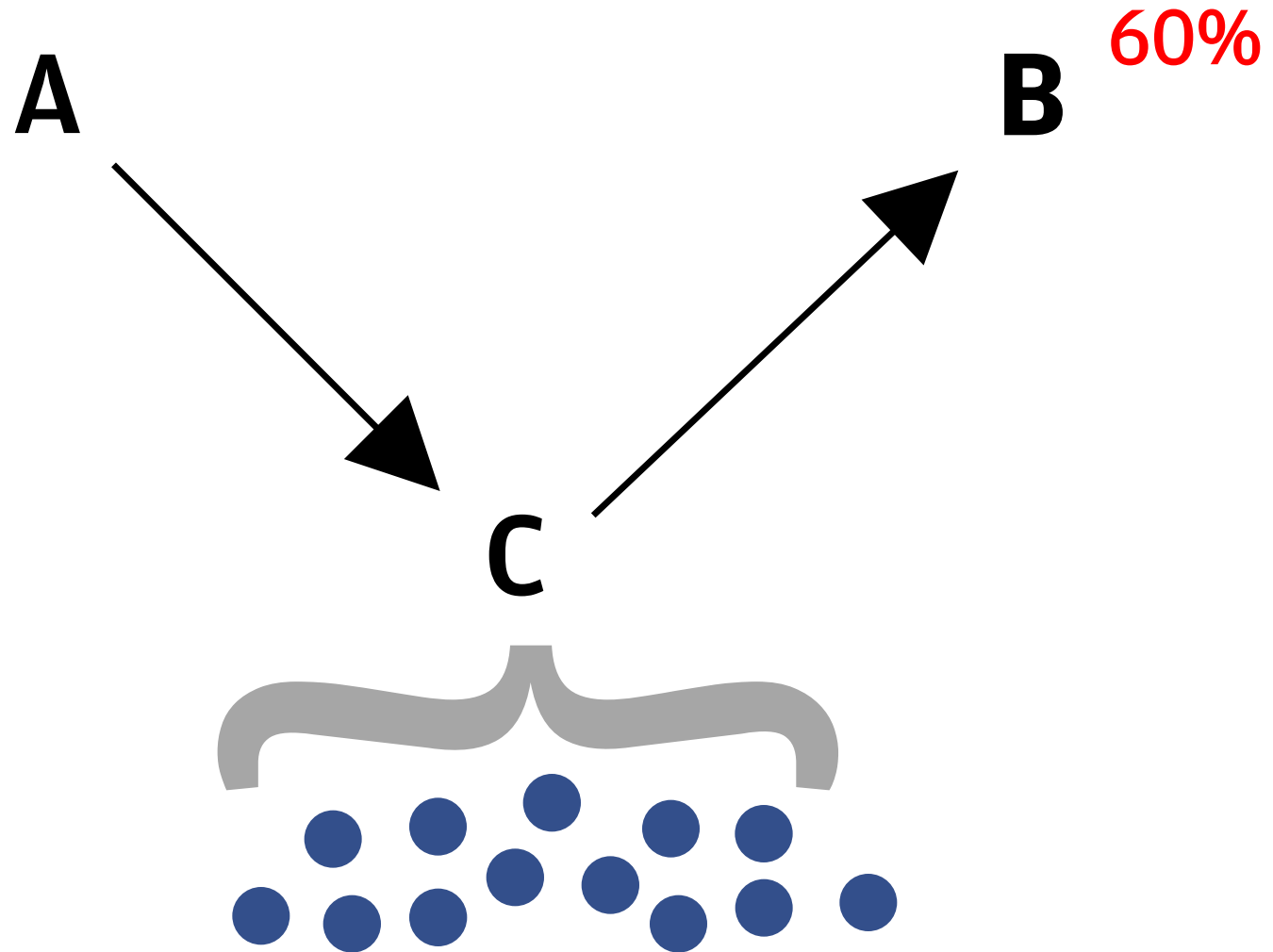
**C**







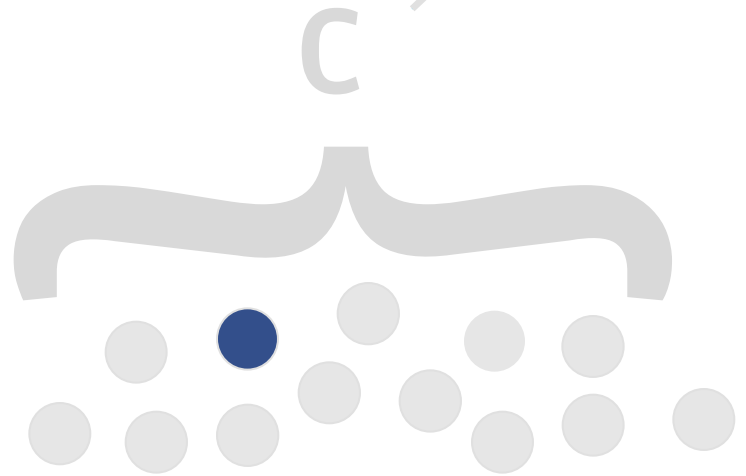






A B

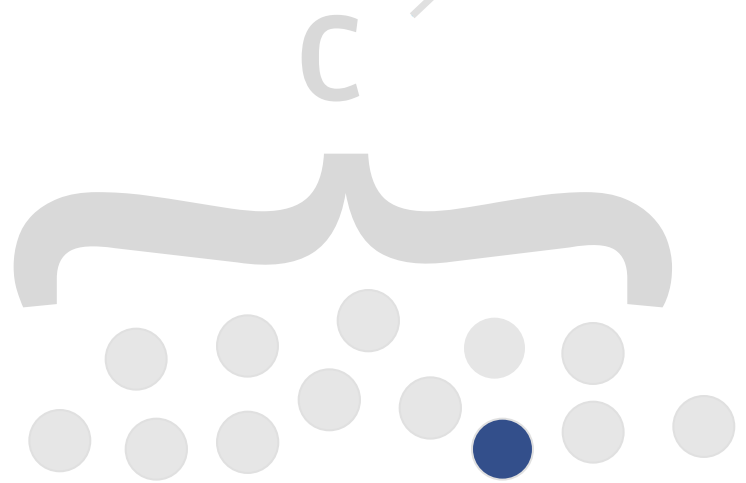
“a test to find people who can be trusted”

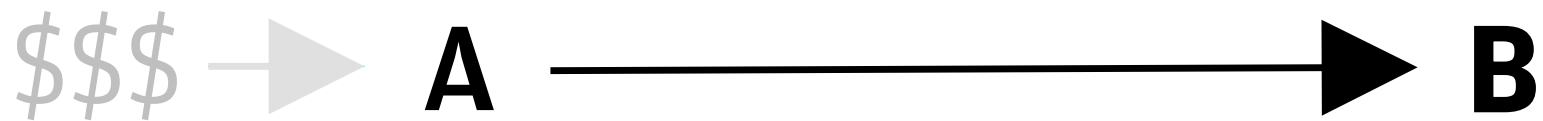




A B

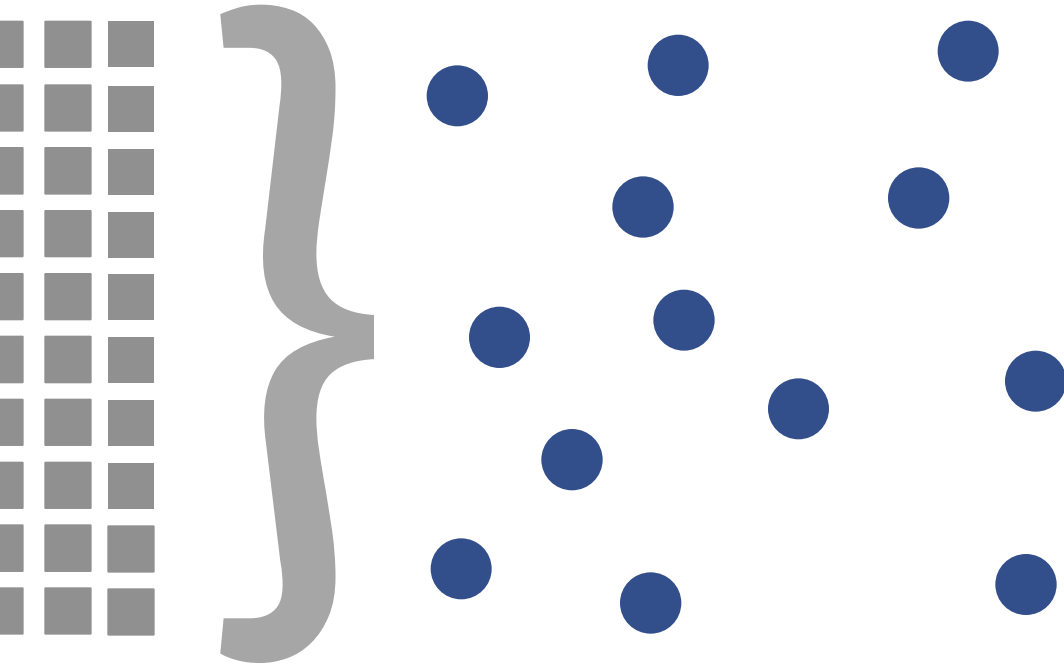
“a test of people’s moral quality”



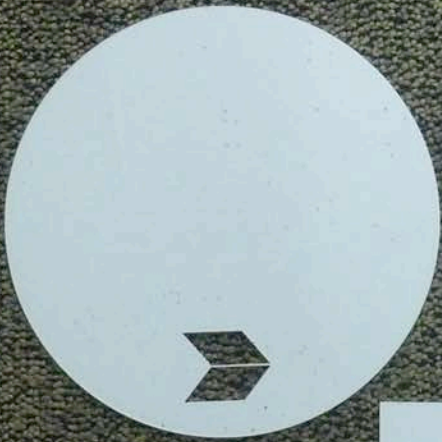
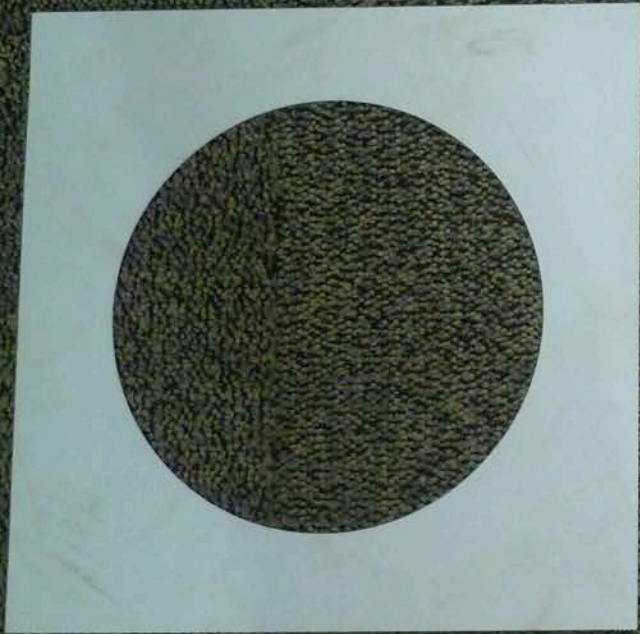


# **The Buying, Stenciling, Photography, Shipping Tasks**

# 14 students/universities



THE STENCIL & PHOTOGRAPHY TASKS



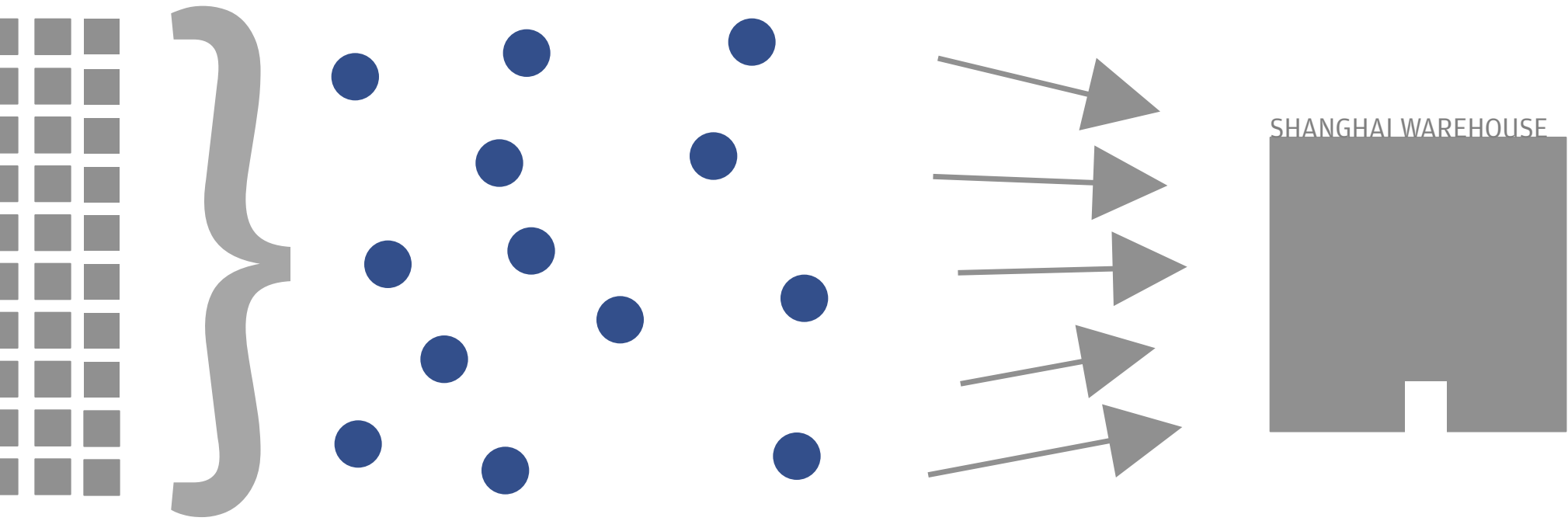




THE STENCIL & PHOTOGRAPHY TASKS



# 14 students/universities







# 100%

## Postal Delivery Success Rate for Shipping Tasks

STENCIL SHIPPING S.F. Express/顺丰速运 PAINT SHIPPING: YunDa/韵达快运, ZTO Express/中通速递, YTO Express/圆通速递, ZJS Express/宅急送 100 MATS SHIPPED TO 14 SPRAYERS: YunDa /韵达快运, ShenTong Express /申通快递, YTO Express/圆通速递, S.F. Express/顺丰速运, LB Express/龙邦物流, ZTO Express/中通速递, ZJS Express/宅急送, EMS/中国邮政速递物流, TTK Express/海航天天快递 100+ MATS SHIPPED TO SHANGHAI WAREHOUSE: YTO Express/圆通速递, ShenTong Express/申通快递, S.F. Express/顺丰速运, TTK Express/海航天天快递, A Plus Express/全一快递, YunDa/韵达快运 MATS SHIPPED TO/FROM BEIJING: Xin Bang Logistics/新邦物流

# **The Assembly Task**

我们需要各位分别打开这些包裹，将里面的材料放到这个红色的大框里面。这些包裹里的材料能够拼成一幅巨大的图案，而这个图案具有非常强的可识别性，现在给大家45分钟时间来完成这个任务。

Please unpack and build in the space provided.  
You have 45 minutes for this task.







# The Fixed Market Task



## 红色门垫实验

首页

信用评价

店铺介绍

交流区

## 搜索店内宝贝

关键字:

价格:

 到 

搜索

## 宝贝分类

查看所有宝贝&gt;&gt;

按销量 按新品 按价格 按收藏

地毯

## 宝贝排行榜

本月热销排行

热门收藏排行



实验地毯1

¥100.00元

已售出 0 笔

查看本店其他宝贝

量子统计-店铺浏览量

## 实验艺术介绍

这是一个持续了6个多月的实验艺术展品。通过运用本土资源及平台制作一个对于中国人具有很强识别性的作品，但参与者事先对于最终成品一无所知。在这个实验中，我们用**100**块塑料门垫拼成一张大型的中国国旗。这**100**块门垫的来源地覆盖全国范围，每个省、直辖市、自治区、特别行政区必须至少找到一块门垫。更为具体的介绍请见：

在这**100**张门垫中，共有**14**张定做门垫（黄色的五角星部分）以及**86**张纯红色塑料门垫。每张门垫的背面都有一个专属的数字**LOGO**，代表它的身份。**LOGO**的制作可见下面的视频，因为每个数字**LOGO**都是人工喷漆，所以都会有些许的不同，甚至是另类。



**100**

---

**200**

---

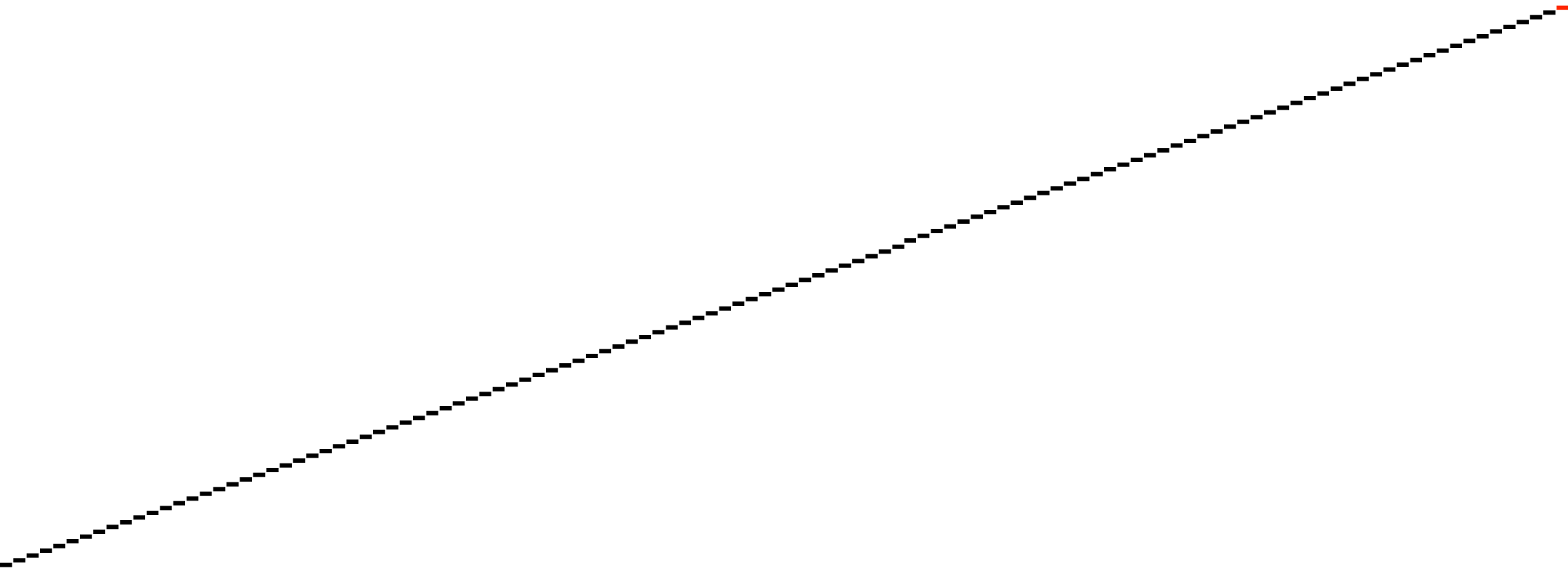
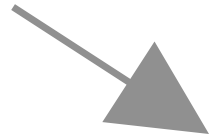
**300**

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**400 RMB**

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**10,000 RMB**



remember send out link

淘宝网

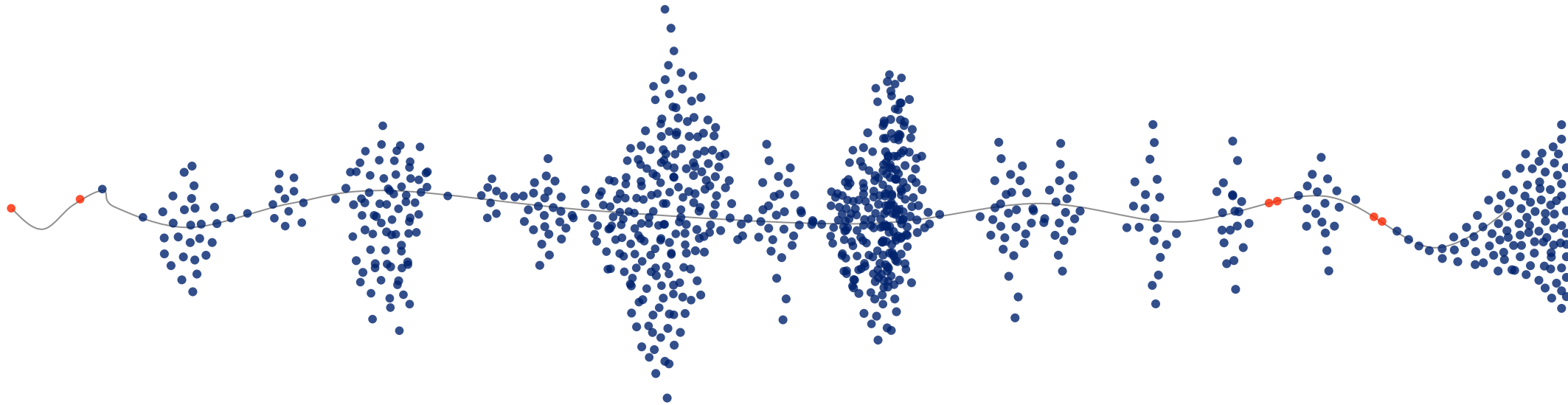
# The Final Task

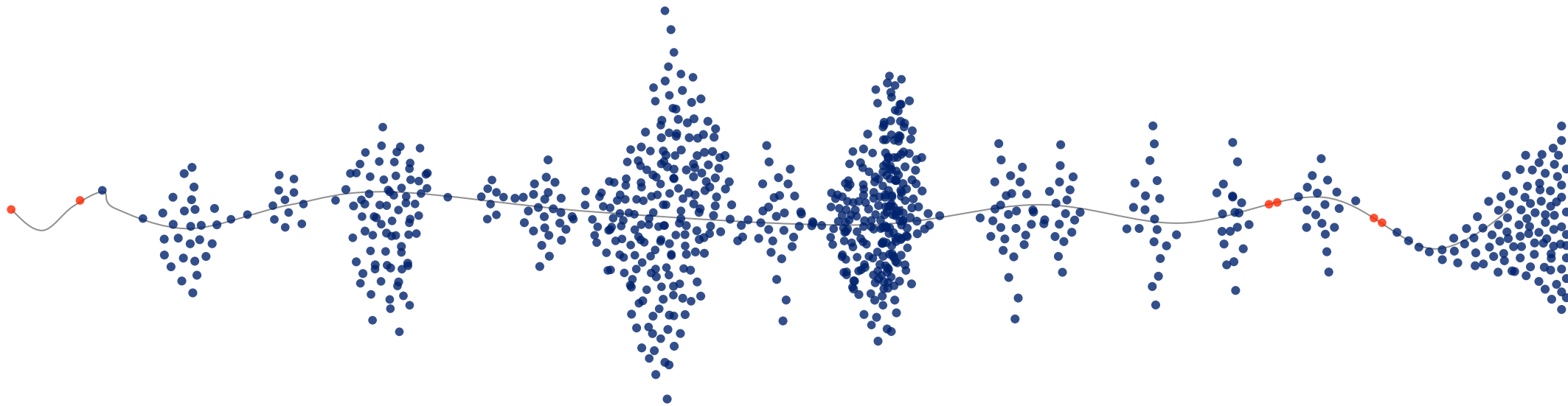




Fund experiments by Chinese artists exploring issues around national identity, taboos and trust in other countries.

# Closing Thoughts





ACCOUNTANT

100 LOCATIONS

14 RANDOM LOCATIONS

ASSEMBLY I

FLAG DESIGN

100 SHOPS I

MAT PURCHASE & SHIPPING

PRESENTATION I

FLAG VERIFICATION

100 SHOPS II

STENCILING

ASSEMBLY II

VECTOR CUTTING

100 SHOPS III

PHOTOGRAPHY

PRESENTATION II

ANONYMOUS MONEY

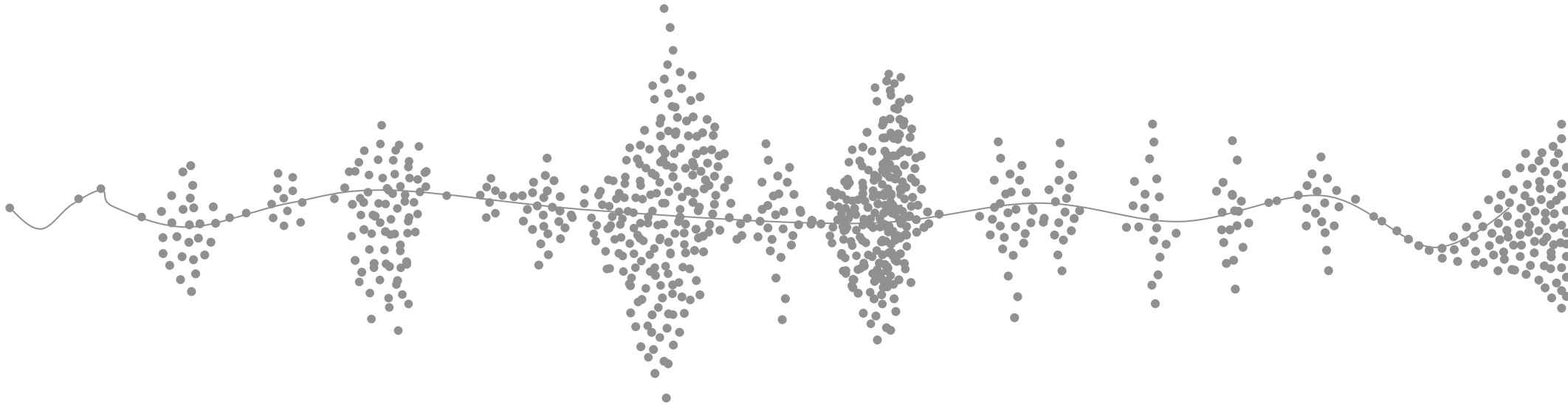
STENCIL DESIGN

STENCIL SHIPPING

MAT SHIPPNG

SALE

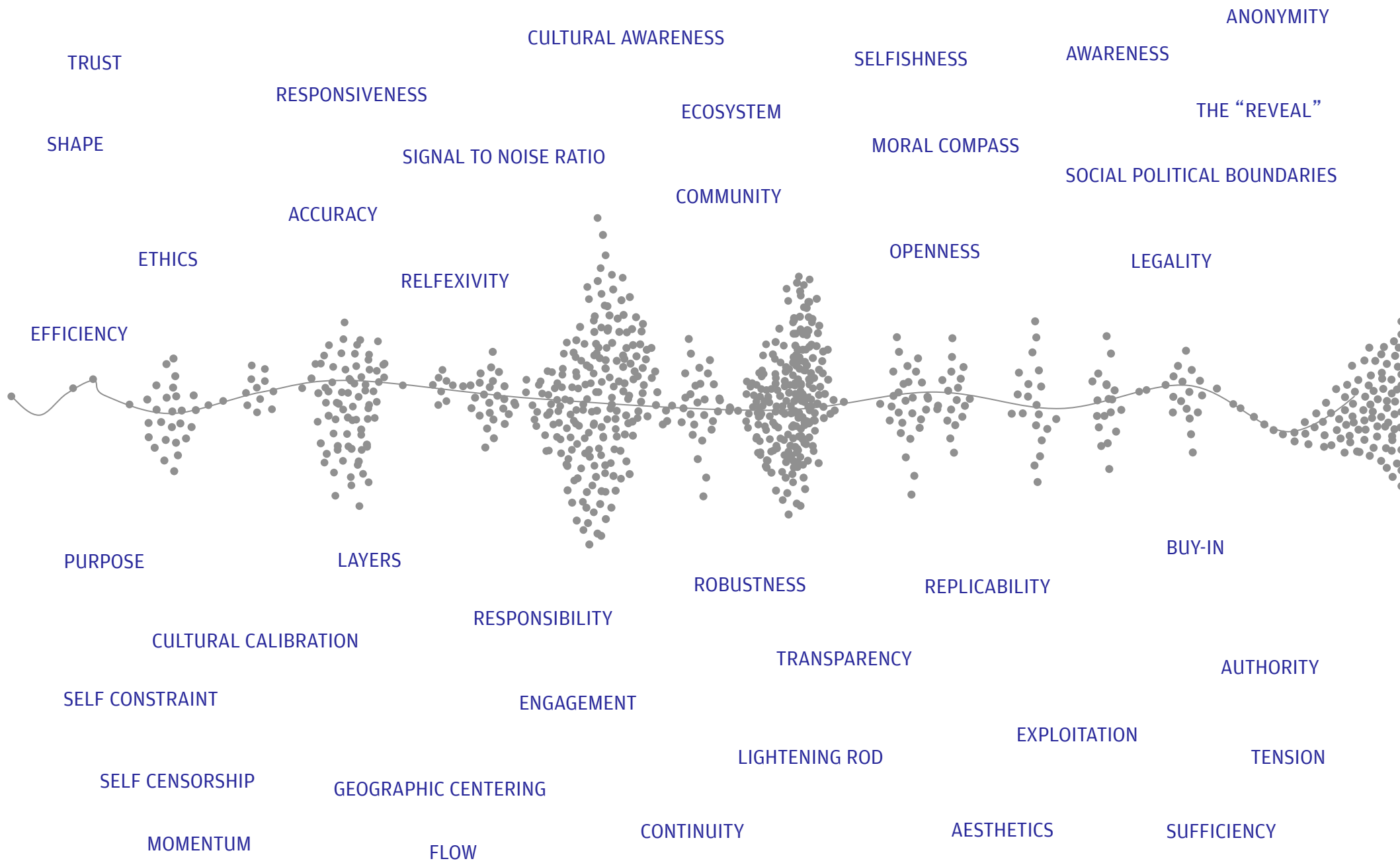
# 310 active participants

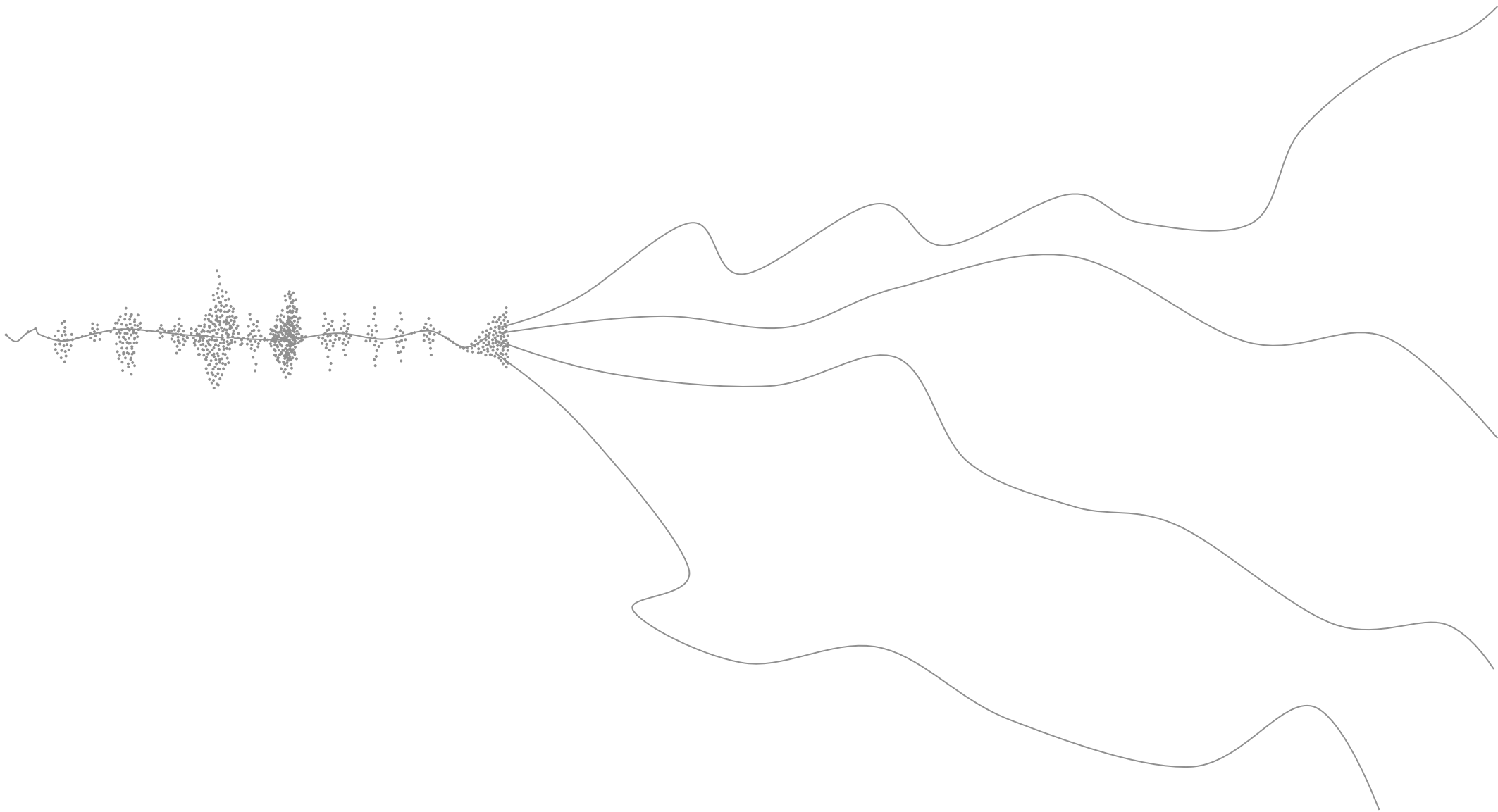


**310 active participants**



**5,000+ passive**

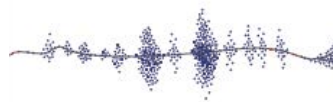






# Red Mat

A Design Experiment

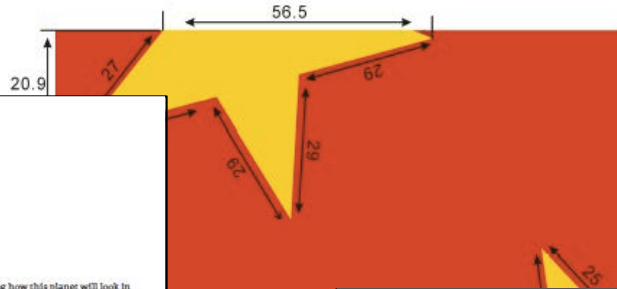


## Background

China is increasingly influencing how this planet will look in the coming century – economically, politically and culturally. My role heading up global insights in an innovation consultancy provides a particular perspective on what is happening in China. Primary research reveals the nuances of how it's citizens view themselves and the world around them; interactions with multi-national clients that are eyeing up what already is or will soon be the world's largest economy; and conversations with Chinese brands looking to move up the value chain as they compete both at home and in the global marketplace, all within a timeline that meets both short-term market wins and long-term strategic goals. It provides unique lens through which to see what has come to pass and what will be.

While I am based out of Shanghai much of my time is spent traveling to a pretty diverse set of countries for field research, client meetings and general fact-finding and I've seen firsthand how growing Chinese commercial influence triggers a range of emotional responses to from suspicion and fear to jealousy, admiration and respect.

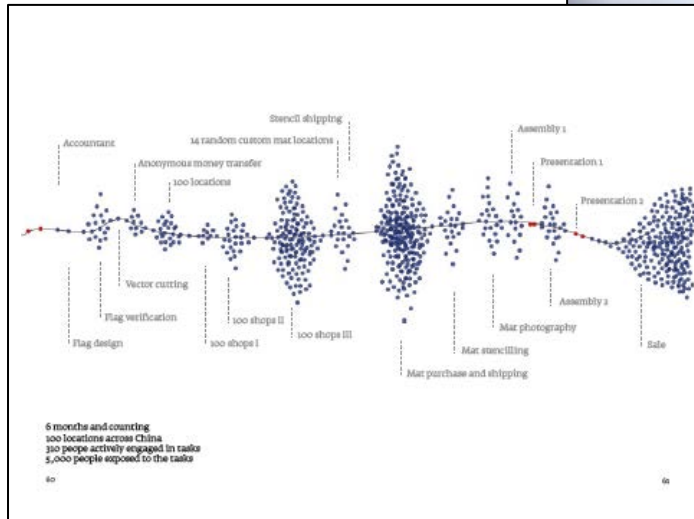
Despite having travelled and researched extensively across China I don't pretend to fully understand this country, in the same way that I balk at saying I understand Europe or the 'Americas'. But since an initial visit in 2004 I've had hundreds of conversations with a wide gamut of Chinese from wealthy entrepreneurs through to migrant workers, housewives to




## Services

A variety of services were used over the course of the experiment – each platform supports public and private communication between its members.

Online shopping site similar to eBay, Rakuten and Amazon and part of the Alibaba Group which also owns Alipay – the preferred payment platform on Taobao and AliWangWang – the chat platforms on which buyer and seller can discuss and negotiate prior to purchase. Taobao also supports an agent network that can make purchases on a buyer's behalf.			Crowdsourcing site, where micro-payments can be made. Similar to Amazon's Mechanical Turk.	Crowdsourcing site.	Online survey tools, similar to Survey Monkey.
China's dominant social networking site – a hybrid of Facebook and Twitter.	Sina's microblogging platform.	Social network, strong on college campuses, similar to Facebook.	Mapping service, supporting custom maps.	Interbank network in China connecting ATM networks and points of sale.	Popular instant messaging platform owned by Tencent.



A wide-angle landscape photograph of a mountain valley. In the foreground, a river winds through a brownish, rocky valley floor. The middle ground shows rolling hills and a thick layer of white mist or low clouds. In the background, several jagged mountain peaks are visible, some with patches of snow or light-colored rock. The sky is blue with scattered white clouds. The overall tone is natural and somewhat somber due to the muted colors of the landscape.

谢谢

@janchip

 JanChipchase

