

WAKE UP EVERY DAY ONE MINUTE EARLIER
WERDE JEDEN TAG EINE MINUTE FRÜHER WACH

This proposal - hanging in the 'industrial area' of Bolzano refers to the fact that workers in the factories usually have to get up very early, work in shifts, work precise hours, almost like machines. It refers to the historical time when lots of italian workers were seduced to come to Bolzano to bring in the italian culture. This exercise 'to wake up each day a minute earlier' questions the conventions of the worker, an issue which has defined the history in Bolzano. Who is a worker - the italian factory worker - the land workers going along with the 'natural clock'- or the tight schedules of business men who's mobile phone rings in 5 minute intervals, that also has arrived in Bolzano. In fact this exercise makes us all feel like 'workers'.

SKIP THE FRONTPAGE OF THE NEWSPAPER
ÜBERSCHLAGE DIE TITELSEITE DER ZEITUNG

This proposal refers to political news-giving. The news infiltrate our way we think and form the 'paroles' we use in our daily talks. The frontpage is usually reserved for the breaking news, the hyped news, the news that is not relevant anymore tomorrow. Skipping the front page of the news withdraws the attention from the hype and helps you form opinions about issues that stay relevant over a longer period of time. We suggest that you should discover your own focus - develop own ideas. Skipping the frontpage metaphorically means you don't join the mass. We also indirectly criticise the same endless recurring topic about segregation..

DRESS AS YOUR NEIGHBOR
KLEIDE DICH WIE DEIN NACHBAR

Dressing styles and codes are an important means of expression of a culture. There are different gradations: traditional dressing styles or more modern ones that are getting more equal everywhere. Either way - dressing is the first visible medium to express your identity. With this exercise we suggest that you should try to place yourself in another person. Look from their perspective. First - the question arises - who is my neighbor anyway? In the other quarter of Bolzano or my 'white german' neighbor. You also have to find out what do they/him/her exactly wear? You have to look precisely in order to imitate it. If everyone in Bolzano would do so - what a fantastic mix and confusion would that be! There goes the precious identity.

KISS SLIGHTLY SLOWER
KÜSSE ETWAS LANGSAMER

Kissing is an important social habit. When greeting you kiss certain people, others you don't. In Holland you kiss 3 times, starting on the right. In Italy you start left - no?

It is useless to say that there are endless forms of kissing and intimacy. These forms and subtle differences have mostly cultural roots and are based on cultural differences that generate different moral positions and feelings. When using the word 'kissing' it stays unclear whether we mean a welcome kiss or an intimate kiss. But where is the border anyways? In Holland people (even boys) kiss friends on their mouth - I cannot do this, it feels too intimate for me. By proposing to kiss slower we want to address these cultural differences. It is an exercise to change slightly your routine of intimacy and thereby considering the way we treat each other in general. Of course it also suggests to take more time for kissing (instead of fighting :-).

NEVER GO TO THE SAME SHOP TWICE
GEHE NIE ZWEIMAL IN DEN GLEICHEN LADEN

How many shops are in Bolzano? A few big ones and a lot of small ones we suppose. A lot to discover for sure. This exercise forces us not to stick to the 'one and only' shop. You have to discover constantly new possibilities to find your groceries or other products. We heard that the different cultures in Bolzano don't mingle, you have the German quarter, the Italian quarter etc. People tend to stay with what they know, stick to their own culture. This exercise makes you to cross the borders of your quarter. You have to leave the convenience of your next door shop everything you are so familiar with. In the same time it might surprise you with products and joys you haven't known before.

PARK NEXT TO CARS OF THE SAME COLOR
PARKE NEBEN AUTOS MIT DER GLEICHEN FARBE

This is almost a game - the former school seemed to us a good location for this. This proposal is maybe least referring to the cultural/political history. It focussing on the idea that you live together and you need each other. This game only works if your neighbor cars also join the game. If an individual car owner does it, little change occurs. If everyone would execute this rule, we would get beautiful color patterns in the city of Bolzano. It is a proposal where 'working together' is the driving force.

BLINK WHEN LONELY
BLINKE BEI EINSAMKEIT

Next to the car shop - but also in the whole area, the industrial area, where cars and machines form its character - we want to infiltrate with thoughts of emotions and feelings.

As well in the next proposal we want to attach new meaning to existing actions: we want to load the action of 'giving light signals with your car' with new meaning. Loneliness is a feeling that everyone experiences. In the context of Bolzano the perspective of loneliness changes to it's political situation: Bolzano or South Tyrol with it's special status as being 'lonely' in opposite the rest of Italy. But also socially for all the individuals: do you want to connect to others? And if you do, to whom or with whom do you want to connect? To someone from the other culture? We see segregation as a form of loneliness. Blinking with car lights becomes a new form of emotional expression in Bolzano.

HONK WHEN HUNGRY
HUPE BEI HUNGER

This proposal - under the highway-bridge where we proposed it - is referring to the Roma that have been chased away and that have been living happily(?) alongside the river at this location. This proposals 'honk when hungry' can be read in two ways: you can honk out of sympathy with the Roma and again generally to attach new meanings to the occupied actions, such as honking. Instead of honking in your car out of anger or warning, we propose this signal to be used for new communication. From now in Bolzano are new rules: Honking doesn't mean aggression or warning, it means your stomach is hungry and you want to eat.

SPEAK ONE OCTAVE HIGHER
SPRECHE EINE OKTAVE HÖHER

Do you speak German? Bolzano is bilingual in an extreme way. There's really no dominance with or German or Italian, at least we couldn't find out. With this exercise we don't want to focus on in WHAT LANGUAGE you speak but HOW you speak. Exercise your voice. A statement that turns its back to the question of which of the two languages is better/stronger/older/richer.