



Consumption Animal

Installation, 20cm x 20cm, leather, metal, Arduino,etc

Consumerism has now become the basic system of our society, and people are addicted to the temporary but intense sense of pleasure brought by goods. So I made this collar that shocks people when they consume, to mock their animal nature and the absurdity of reality.

Video: <https://youtu.be/wEh2MLlmsuM>

Inspiration

Personal Experience

I always spent most of my income on unnecessary goods until the long bill finally woke me up.



Vivid Words

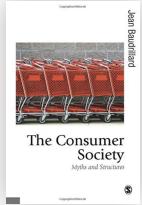
I found the term "consumption pain" in an article, and believe it is very necessary for people like me. Why not turn this metaphor into reality?

支付痛感

Consumption Pain

Feel pain in the heart when paying because of loathe to give up money

Theories



The Consumer Society

The Consumer Society tells a sad fact: in the endless pursuit of the symbolic meaning of commodities, Human beings have been integrated into the chain of social production and consumption procedures. As a result, they were alienated and become **functional** at last.

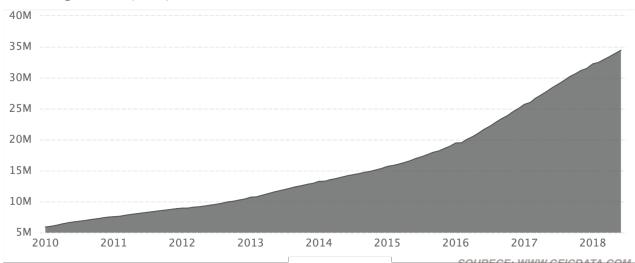
Facts

In China in 2019, only 35.4% of the consumers were able to reserve about 3 months' income for unexpected expenses.



SOURCE: Brief report on the consumer Financial Literacy Survey 2019, China

From 2010 to 2018, the amount of **personal consumption loans** in China grew rapidly.



Questionnaire

8 60 Respondents

Gender

Male 22

Female 38

Age

18 - 25 17

26 - 30 7

31 - 40 12

41 - 50 12

51 - 60 12

Income

below 2k 9

2k - 6k 13

6k - 10k 22

10k - 30k 10

over 30k 6

Do people have enough consumption pain now?

Do you use credit cards to **consume in advance**?

YES: 39

NO: 21

Have you been **influenced by consumerism**?

YES: 41

NO: 19

Do you have **deposit or debt** at the end of each month?

Deposit: 35

Debt: 25



Example 1

Gender: Female

Age: 18~25

Income: 2k~6k

Monthly debt: 41% of income

When you get to a certain age, you have to buy the vanity that matches your status.

I don't think consumption needs pain. It's too uncomfortable.

Do people really need consumption pain?

Have you ever made a purchase that you **regret**?

YES: 43

No: 17

When would you feel the **consumption pain**?

immediately: 39

when calm down: 21

Do you think consumption **needs** pain?

YES: 35

NO: 25



Example 2

Gender: Female

Age: 31~40

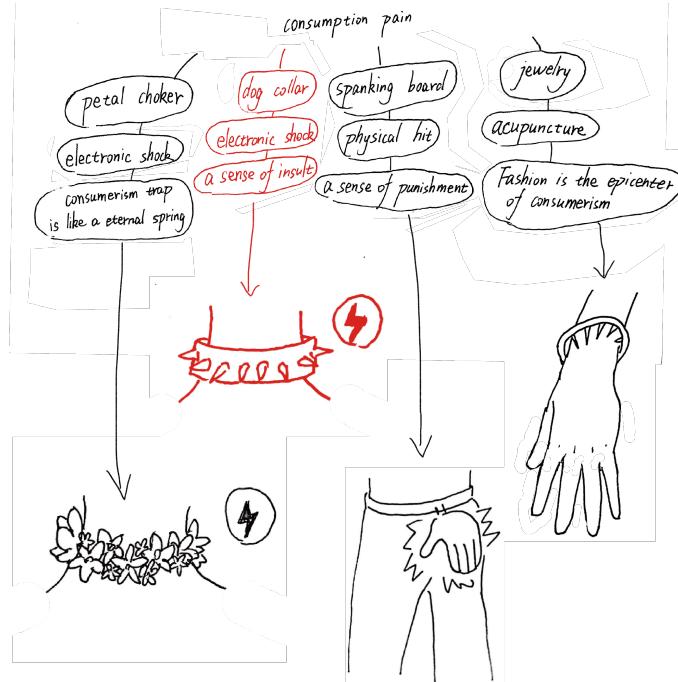
Income: over 30k

Monthly debt: 100% of income

Overspending has made us basically indebted to those born after 80s or 90s.

Consumption pain is necessary and may make me think twice before spending.

Brainstorm



Case Study



Rhythm 10
Marina Abramović, 1973



Seam
Pyotr Pavlenko, 2012

The works of these two artists often express their thoughts through physical injury. The impact of pain is very strong and impressive.

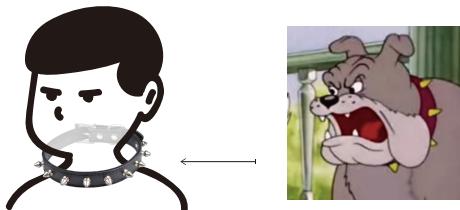


Just what is it that makes today's homes
so different, so appealing?
Richard Hamilton, 1956

This work satirizes the "prosperity" constructed by consumerism. I use the similar method to satirize another aspect of consumerism.

Design Scheme

Appearance: Classic Dog Collars



Explanation: Animality and Absurdity

Animality

Consumerism is actually chosen by people themselves. People who fall into the trap of capitalism are like fish on the hook, seeing nothing but desire. I emphasize the **animality of the human** in this process with the appearance of the dog collar.

Absurdity

The dog collar looks ridiculous on a man's neck. It is what I want to do — use absurdity to defeat absurdity.

Form of Pain: Electric Shock



Inspiration: Electric Bark stopper

An Electric Bark stopper can shock a dog when it barks non-stop. It has aroused some objections because it treats dogs in the way we treat objects and even may hurt them.

Explanation: Discomfort

The "electroshock therapy" makes most people uncomfortable because it can be hurtful, and they would feel that they're treated like animals.

I will take advantage of this discomfort to amplify the impact of my artwork.



Storyboard



NOTE: This is not a utilitarian product
It is a satire on consumerism

Making process

Send data

```
65 void OnGUI(){
66
67     if(helper == null)
68         return;
69     if(!helper.isConnected() && !isScanning && !isConnecting){
70         if (GUI.Button(new Rect(Screen.width / 2 - Screen.width / 10, Screen.height / 10, Screen.width, Screen.height), "",customButton)){
71             isScanning = helper.ScanNearbyDevices();
72         }
73         if(devices != null && devices.First != null) {
74             draw();
75         }
76     }else if(!helper.isConnected() && isScanning){
77         GUI.TextArea(new Rect(Screen.width / 2 - Screen.width / 10, Screen.height / 10, Screen.width / 5, Screen.height / 10), "Scanning...");
78     }else if(helper.isConnected()){
79         if (GUI.Button(new Rect(Screen.width / 2 - Screen.width / 10, Screen.height / 10, Screen.width, Screen.height), "",customButton))
80         {
81             helper.SendData(E);
82         }
83     }
84 }
```



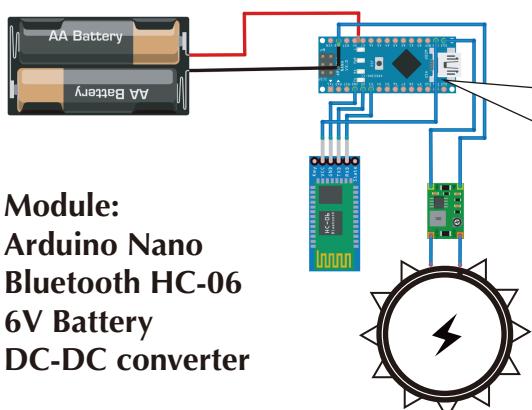
Software: Unity

API: Arduino bluetooth plugin

I used the Unity and Arduino Bluetooth Plugin to make this signalsending program. When the "Pay" button is clicked, the program will send a signal to the collar.

When the button is pressed, send a signal "E".

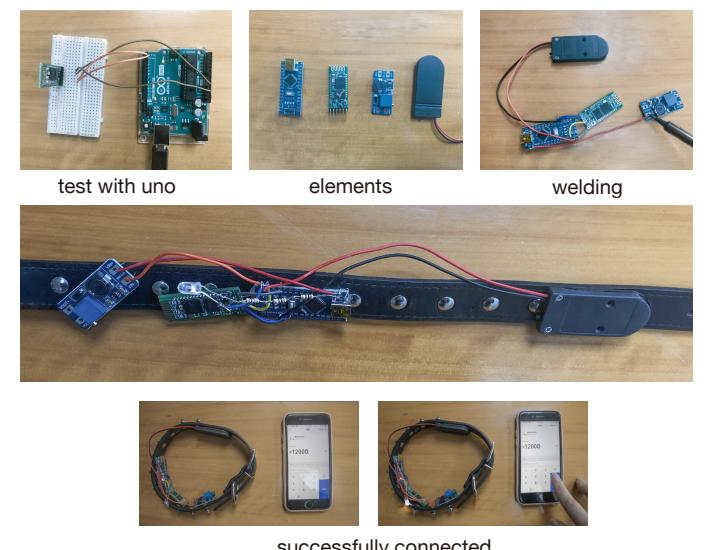
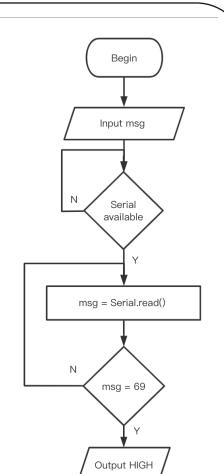
Receive data



Module:
Arduino Nano
Bluetooth HC-06
6V Battery
DC-DC converter

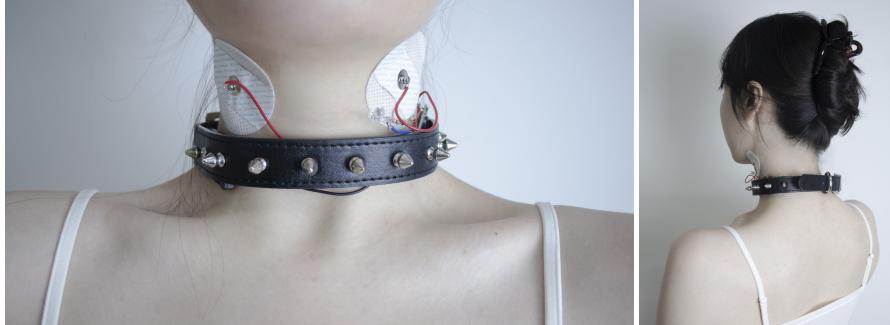
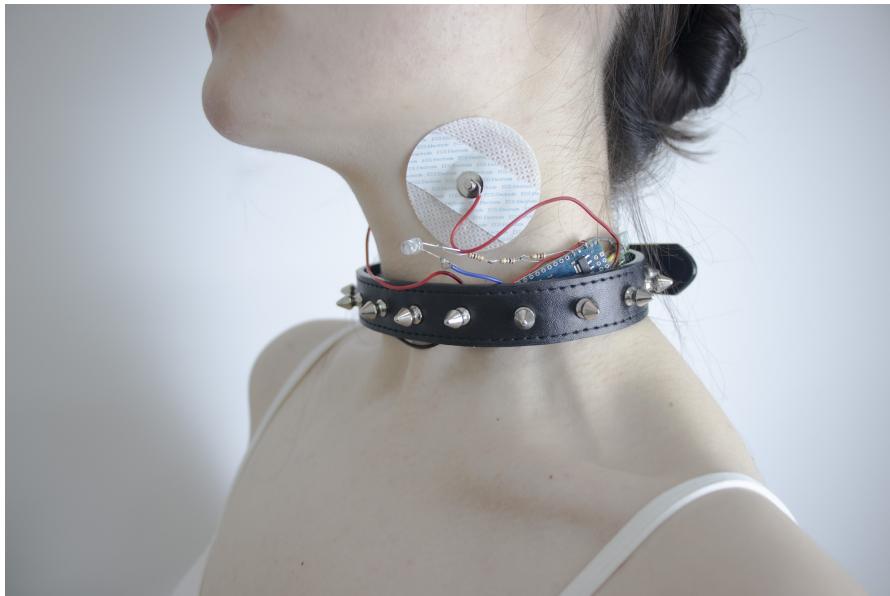
I connected Arduino to the collar to control the electric current. When the Arduino receives a signal from the Unity program, it will discharge for 0.1 seconds.

```
1 #include <SoftwareSerial.h>
2 SoftwareSerial mySerial(2, 3);
3 int msg = 0;
4
5 void setup() {
6   mySerial.begin(9600);
7   pinMode( 13, OUTPUT);
8 }
9
10 void loop() {
11   if(mySerial.available()){
12     msg = Serial.read();
13     if( msg == 69 ){
14       digitalWrite( 13 , HIGH );
15       delay(100);
16       digitalWrite( 13 , LOW );
17     }
18   }
19 }
```

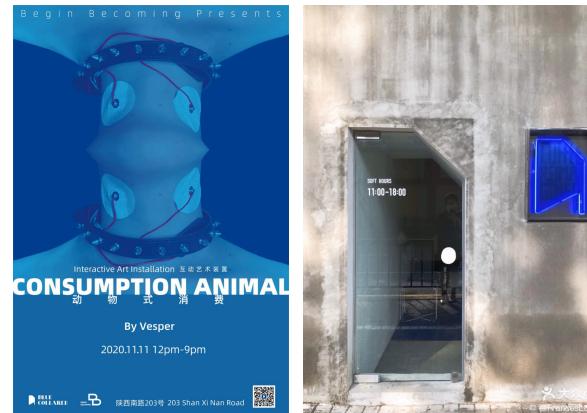


successfully connected

Final Work



Exhibition



CONSUMPTION ANIMAL 动物式消费

SITE: Blue collared, Shanghai
2020.11.11

Interaction

When customers enter the store to buy a cup of coffee, they will be asked to answer three questions. If they answer that they had spent irrationally recently, they will receive an electric shock.



answering questions place for getting an electric shock

Event Review Video

Click to watch <https://youtu.be/wEh2MLtmsuM>

