

Particulate Matters

Is there a better feeling than breathing clean, fresh air straight out of the Dyson Pure Cool TP01?

As clean air becomes scarcer, more products claiming to restore air quality are entering the market. *Particulate Matters* explores the commodification of clean air by studying the language of air-purifier commercials. In this project, CGI representations of 'good' and 'bad' air particles have been directly extracted from different air-purifier commercials. The air particles have been personified with scripted speaking roles. By re-contextualizing the virtually branded air-particles, *Particulate Matters* aims to highlight the somber reality that air purifiers are masking.