

Fig.124 Picture showing a girl exploring an installation I made by sticking my collages on 60 by 60 centimeters ceramic tiles. In this installation it was also interesting to see how the RGB light depicting the weather and the video of public places interacted with the tiles by changing the colours of its otherwise white and static background.

TRASH 04

In later years I settled in the Netherlands regularly traveling across Europe to visit my son in Sweden or to build my ark in Italy. During these trips I did manage to explore random French or German towns I have crossed on my way to these destinations but generally speaking most of the trash picking was done in the Netherlands. While most of the trash I have picked has Dutch text written on it, I have noticed that pretty much all the fliers and cigarette boxes and generally the advertisements picked from the sidewalk of the Western world started looking increasingly the same. This has occurred throughout the course of the project, at a time in which multinational companies like McDonald, Marlboro, H&M, IKEA contributed to the gentrification of urban environments around the world. In some respects then what I have also documented in the course of this systematic trash picking is the gradual disappearance of local and even national brands. Everything became more global; the KFC fast-food packaging I can pick in Rotterdam is similar if not the same from the KFC packaging I can pick in Shanghai. Also the Netherlands is the perfect environment where to analyze consumer trends. In this country these trends are quickly dispatched and absorbed finding no cultural barriers.