

Copenhagen Extreme Makeover

Documentation of work.

Copenhagen 9 Feb. – 11 Feb.

Copenhagen Extreme Makeover

Extreme Makeover took off in Copenhagen during the fashion week, February 2006.

Extreme Makeover is about identity, radical change from before and after, visual stimulation and cross-fertilization. With the purpose of using the concept of the TV-series “Extreme Makeovers”, where ordinary people go through a fast transformation, a Cinderella-like experience, as the program describes the bloody process. We wanted to test contemporary ideas about architecture, identity and fashion via the implementation of live projects in the urban environment.

During the workshop we gave creative and critical expression to identity, consumption, social and urban realities. Projects were discussed, conceptualised, realised and documented, during the intense period of two evenings and a full Saturday. The base was the workshop and exhibitionspace RACA in Copenhagen and the project took off as teamwork between 15 professionals in architecture, design, styling and academics.

The intention behind Extreme Makeover was on two parallel levels; on one level we wanted to participate in a playful process with other professionals, expand our interdisciplinary network and develop new methods for approaching the city.

On another level we wanted to come up with direct comments and implementations in the city – where people live – and thereby connect to the architecture and the people of the city’s nature by being fast paced, searching and ever-changing. We did both levels during the workshop and the next pages will describe the concrete products.

Extreme Makeover Copenhagen 2006

Initiated by

Johan Carlsson, Architect & Anette Væring, Designer

Copenhagen Extreme Makeover



Thursday 9.2

17:00 Intro. by J. Carlsson and A. Væring
17:30 Input by Anne Jerslev, Lecturer Film-
and media science Cph. University
18:00 Introduction to groups
18:15 Food + work in groups
20:00 Meet up for discussion on concepts
21:00 Makeover bar – open for public
22:00 RACA closes

Friday 10.2

15:00 Meet at RACA
15:15 Work in groups
17:00 Film screening at PAUSTIAN
18:00 Work continues
22:00 RACA closes

Saturday 11.2

10:00 Meet at RACA
10:30 Work in groups
13:00 Lunch for all at RACA
13:45 Work continues
18:00 Deadline for t-shirt prints
19:00 Exhibition and bar open for public
20:00 Short presentation of each group
22:00 RACA closes

Copenhagen Extreme Makeover

Plastic surgery, cityscape and the individual as a work of art

The development of digital animation has created new possibilities for expressing ideas in film and media, at the same providing useful tools also for designers and architects. Visualisation of fast, yet seamless, changes of images and shapes is a quality specific for digital animation. An effect for which the term morphing is used. Reoccurring presentations of fast transformations are today supported also by the development of another technique, namely plastic surgery. A new consumer-culture has formed as plastic surgery has in an increasing degree become accessible for the common man. These presentations of, and possibilities for, fast metamorphoses have fed into the popular culture creating a flowering genre of television-shows in which experts produce rapid life changes. Programs like Queer eye for the straight guy and Extreme makeover represent a popular version of morphing. Everyday people are in these shows swiftly transformed to beautiful, successful, cultivated and happy, by using tools such as styling, surgery and interior design.

In contrast, morphing can also be used as a game in which the visual change does not indicate a factual change of the object at hand, the transformation being nothing more than a conscious play with expression and image. The French artist Orlan has in a very tangible way treated this theme in her “carnal art” performances. Performances, in which she has practised experimental plastic surgery on herself. Another example of experiments focusing on a play with fast superficial changes was realised by the Extreme Makeover Copenhagen project. An interdisciplinary workshop realised during three days in February 2006. Developing concepts around the theme extreme makeover and implementing them into live-experiments, the project was at the same time an experiment in new fast-pace work methods in the spirit of programs as Extreme makeover.

Copenhagen Extreme Makeover

The Art Historian Joseph Margolis has presented culture as the sum of intentions and purposes expressed by the objects and art with which we fill our everyday and environment. Individual personality is a product of continuously changing cultural contexts. This view is becoming a very tangible reality as plastic surgery has developed into popular culture. Cutting, slicing, and shaping our bodies has become part of consumer-culture. The line between the biological and cultural individual is erased, as it is no longer a necessity to live with the body one is born with. A culture characterised by rapid transformations has created an ideal person shaped by fitness, operations and lifestyle coaching. In the 1950's and 60's, utopia was presented as the planned and technically advanced society. Today, utopia is realised in the technically completed human body, the individual as a work of art.

Idealised representations of individuals and individual bodies have during the past century and this one been reproduced by press and television. Now, we have reached a threshold, where the representations of digital media and its possibilities are clearly, and significantly changing our culture. The strong impact that media plays in forming individual identities, indicates the importance of media as a field in which culture and identity is experimented with and reformed. The great shared narratives, so strongly rejected by the postmodernists, do still seem to be of importance for the formation of identities and for purposes of communication. Morphing, just as children's dress up games, are usable tools for forming and experimenting with identity in a rapidly changing world.

Susan Wiksten Desjardins, MA Art History

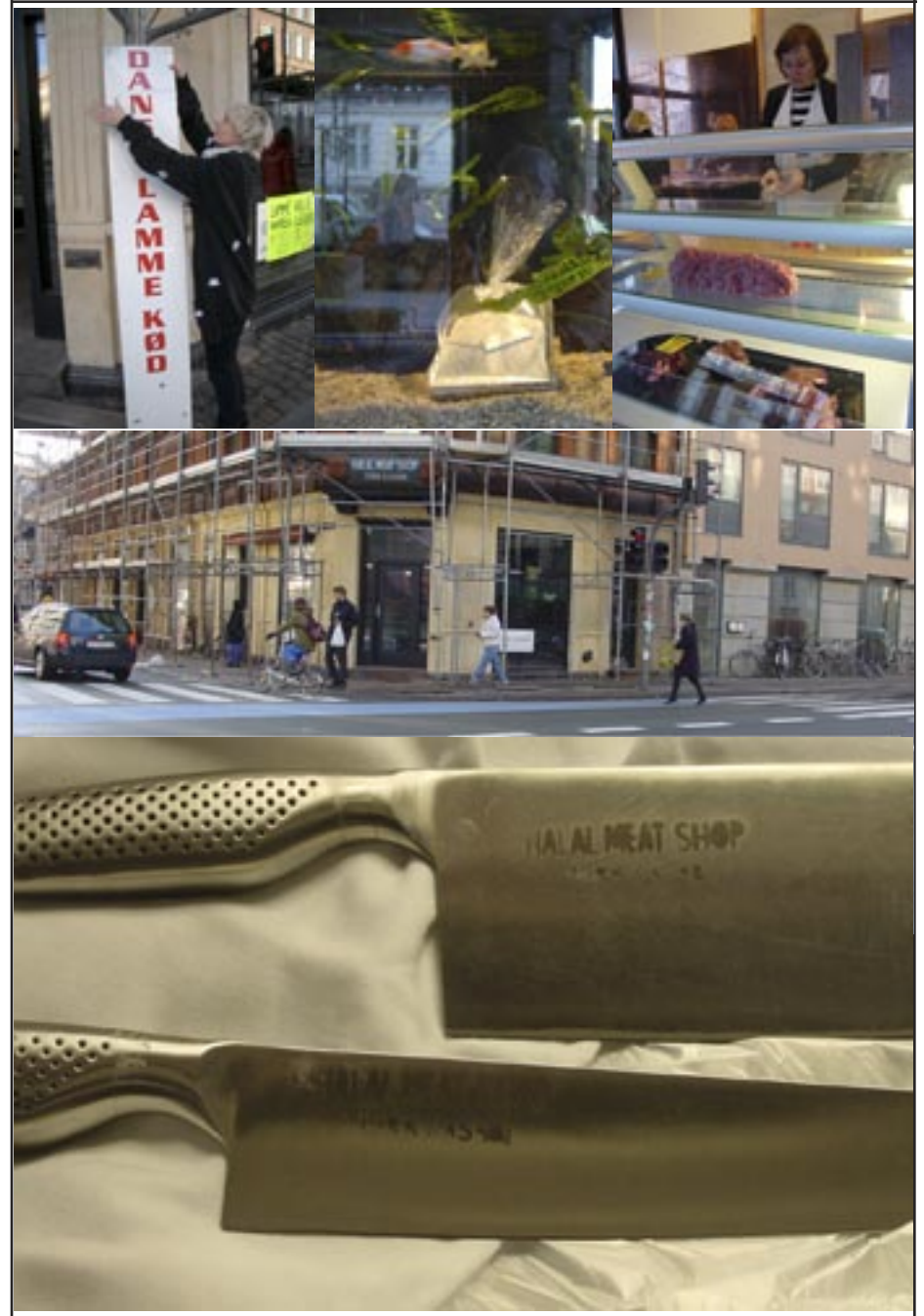
EXTREME TEAM 01	
Participants:	Berglund Isabell, fashion designer
	Frandsen Martin, cand. sociology / geography
	Johansson Maria, architect
	Walton Jeremy, designer
Patient:	Butcher
Case:	
<p>Halal Meat Shop / Fresh Meat & Accessories.</p> <p>24 years ago the first Halal butcher in Copenhagen opened at the corner of Vesterbrogade and Enghavevej. The 11.th of February 2006 it was reopened as Copenhagen's first Extreme butcher. With its new interior and a three-meter long aquarium, there had been change in program; not only selling fresh meat to the customers, but also serving as a showcase for its new branded accessories.</p> <p>Halal meat shop is on the cutting edge in the morphing of meat and accessories. The sign of the shop is protected and a landmark in Copenhagen. Extreme butcher will keep the brand alive.....</p> <p>“It is better to train the mind to see beauty, rather than strain the eye with beauty” Jeremy Walton 2006.</p> <p>Thank you to: Sabo Ejendomme – Concept lease. Tel 21 94 58 44 For very kindly lending us the keys to the shop with no questions asked.</p>	



EXTREME TEAM 01



EXTREME TEAM 01



EXTREME TEAM 01	
Participants:	Berglund Isabell, fashion designer
	Frandsen Martin, cand. sociology / geography
	Johansson Maria, architect
	Walton Jeremy, designer
Patient:	Shops with no front doors. Shops with no direct entrance. Exclusive retail / third floor clinics.
Case:	
<p>Mince</p> <p>Copenhagen's finest purveyor of minced meats - By appointment only.</p> <p>'Can', previously a clothing shop, has reopened on 11th February 2006 as 'Mince'. 'Meat is the new black'.</p> <p>By appointment only, and assessable via the back door of a corner bookshop, 'Mince' specializes in and caters to the growing enthusiasm for mincemeat as a delicacy. Mincemeat enthusiasts will just love this rare treat to buy mincemeat from an exclusive shop that offers the service they desire. A must for all mincemeat connoisseurs.</p> <p>"We always need to eat but we don't always need design" Jeremy Walton 2006.</p>	



EXTREME TEAM 01



mince

copenhagens finest purveyor of minced meat

new store opening today

◀ tullingsgade 5

EXTREME TEAM 01



EXTREME TEAM 02

Participants:	Hansson Anna, designer
	Ludviksen Morten, architect
	Nørgaard Pagh Jesper, architect
	Schantz, Petra, culture geography
	Væring Anette, concept designer

Patient: Death

Case:

Come fly with us.

Plastic surgery is as much about fear of not being loved, of not being enough, as it is about fear of dying. That is the reason for making a makeover on the undertaker's store, which in relation to the neighborhood's music shops and bars seems like a tragic figure in the city. The intention behind Elvis and the slogan 'Come fly with us' is to make it okay to age and finally die.

EXTREME TEAM 02



EXTREME TEAM 02



EXTREME TEAM 02



EXTREME TEAM 02

Participants:	Hansson Anna, designer
	Ludviksen Morten, architect
	Nørgaard Pagh Jesper, architect
	Schantz, Petra, culture geography
	Væring Anette, concept designer

Patient:	Bus stop
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Case:	
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Port-a-stop

Stress down, daydream, wait – why not daydream while waiting on the bus that never will arrive? Buy your own mobile telescopic bus stop, an alibi for doing nothing; pretend that you're waiting while just being.

EXTREME TEAM 02



EXTREME TEAM 02



EXTREME TEAM 02



break wait invite



buy yourself a natural break

PORT-A-STOP

EXTREME TEAM 02

Participants:	Hansson Anna, designer
	Ludviksen Morten, architect
	Nørgaard Pagh Jesper, architect
	Schantz, Petra, culture geography
	Væring Anette, concept designer

Patient: Addicts

Case:

Pink Botox

Clean city, with injection-bins to be used for drug addicts. The current situation is a rapidly increasing number of people using injections for the use of Botox. Imagine this being more user friendly and an action occupying the street, the urgent need for wrinkle elimination. The new injection-bins are designed and styled to satisfy these new needs and keep the city and its citizens beautiful and clean.

EXTREME TEAM 02



EXTREME TEAM 02



BEFORE

EXTREME TEAM 02



AFTER

EXTREME TEAM 03

Participants:	Campion Sebastian, concept designer
	Carlsson Johan, architect
	Larsen Iben, project-manager
	Sthur Jan, barber, stylist
	Wiksten Desjardins Susan, MA art history

Patient:	Building facades
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Case:

Façade Lift

1. Add a little glamour to your neighborhood. A low-cost red carpet can do wonders to any sad-looking façade – a local shop, an anonymous building.

2. Inspired by the mobile phone, replaceable façades has been applied to vertical buildings.

Facade lift is about transforming public local space. By adding a simple thing such as a low-cost carpet the anonymity is removed. At the same time it decorative. Yet adding a lot of decorations the anonymity is reinstated. We find this uniformity in the Nokia replaceable facades. As a sort of resistance to uniformity, the facades are however customized parallel to the users of Nokia phones.

The uniformity serves as both a decoration and a comment

EXTREME TEAM 03

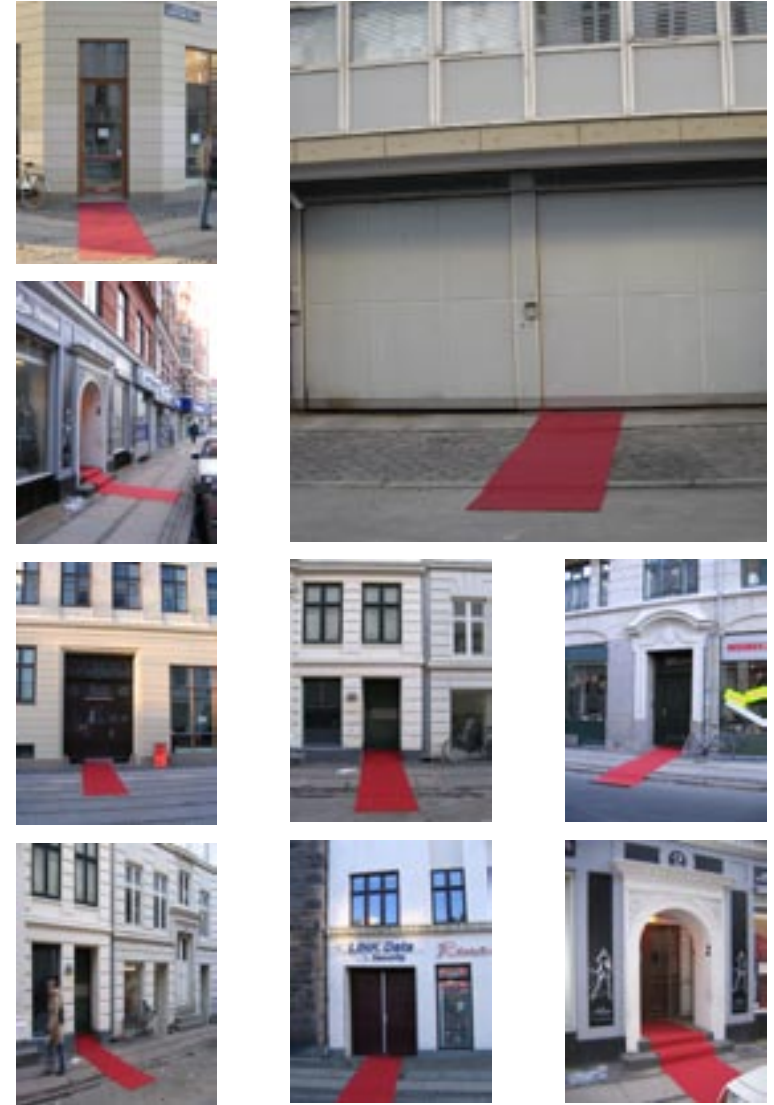


EXTREME TEAM 03

X-PRESS COVERS



EXTREME TEAM 03



EXTREME TEAM 03

Participants:	Campion Sebastian, concept designer
	Carlsson Johan, architect
	Larsen Iben, project-manager
	Sthur Jan, barber, stylist
	Wiksten Desjardins Susan, MA art history

Patient: Everydaylife

Case:

Conscious Spaces

Park your car or bike according to your personal preferences. By transforming subconscious routines into conscious actions, we can create dynamic micro-scale communities in urban space. The project takes political consumerism even further by forcing people to take a stand even in everyday actions that used to be done without any reflection.

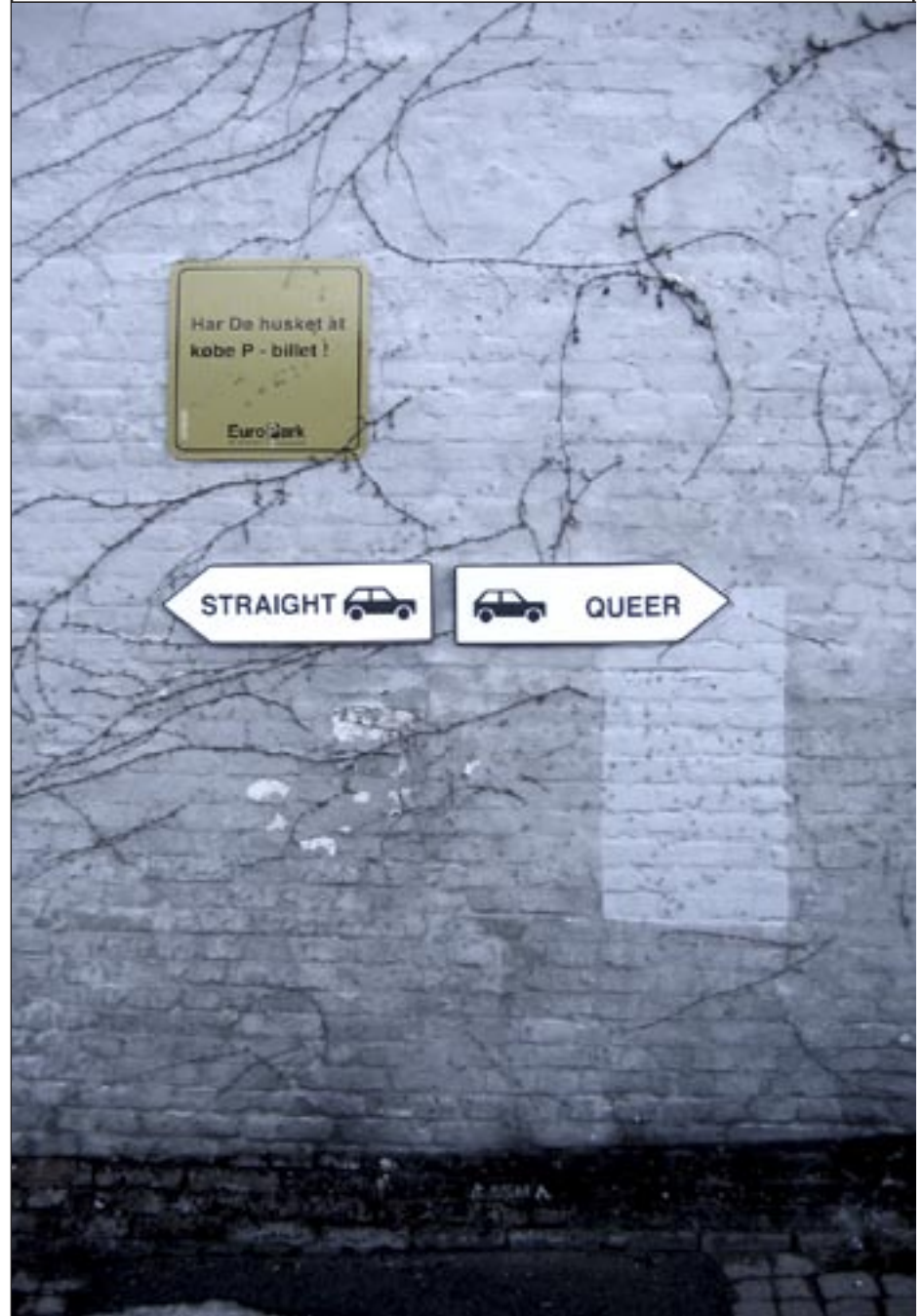
EXTREME TEAM 03



EXTREME TEAM 03



EXTREME TEAM 03



EXTREME TEAM 03	
Participants:	Champion Sebastian, concept designer ----- Carlsson Johan, architect ----- Larsen Iben, project-manager ----- Sthur Jan, barber, stylist ----- Wiksten Desjardins Susan, MA art history -----
Patient:	Copenhagen / Denmark
Case:	<p>Denmark = Maersk</p> <p>Research proves that people living nearby a building or an area that serves as a local landmark feel more attached to their hometown. But what serves as the landmark for Copenhagen? Looking at the present time MAERSK, has been most influential - just take a look at the harbor front on both sides! The recent cartoon-row-events manifest the durability of MAERSK as a symbol. Whereas Denmark as a brand used to be rock-solid for many years, it has been seriously damaged as a consequence of the cartoon row. The situation is tragic to everyone but if we look at the bright side, it is also an opportunity to reconsider the Danish brand altogether. Now, if we have to look for a new symbol, what is better than the powerful Maersk brand? Despite the all-out Muslim boycott of Danish products, Maersk has managed to continue its Middle-Eastern business as usual. Unlike the government, Maersk clearly knows about global values, network economies and - most importantly - how to stay out of trouble. New Denmark = Mærsk.</p>



EXTREME TEAM 03



EXTREME TEAM 03



Copenhagen Extreme Makeover

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