





The Fair Grounds

THE FAIR GROUNDS

The Fair Grounds an artistic project consisting of multiple installations where traditional amusement rides have been enriched with new artistic or social narratives. The result is a truly new fairground, where every ride has been modified or enhanced and tells a surprising new story: popular culture meets high tech and high art! By combining these worlds, The Fair Grounds creates a broader, more inclusive artistic place where one's own experience is key: to see, touch, hear, taste and experience it for yourself.

Storytelling for an inclusive public

The Fair Grounds aims to combine the rich history of traditional fairgrounds with modern day technology and innovation to create a place where once again new insights and stories are being presented to a broad audience. Historically, fairgrounds and travelling fairs have always been the 'unwritten portion of the story of the people'.

Fairgrounds and the arts are both ways of storytelling that evoke wonderment in traditionally different target groups. By combining these worlds, The Fair Grounds creates a broader, more inclusive place where rapid technological, social and creative changes are accessible to an audience that does not necessarily have access to it.

The Fair Grounds creates a new creative common ground where one's own experience is key: to see, touch, hear, taste and experience it for yourself. We connect two different ways of storytelling: fairgrounds and art. Finding a common ground where 'inclusive' replaces 'exclusive' inside the cultural sector.

The goal of the project is to grant access to rapid technological and creative changes for an audience that doesn't necessarily have access to it. To reach this goal, we team up with existing fairgrounds but also artists, designers, museums and cultural institutions. We use a combination of new and social media, virtual and augmented reality, artificial intelligence, 360° and 3D video, drones, robots, projection, cameras, sensors and self-driving cars.

DROPSTUFF MEDIA

DROPSTUFF MEDIA is a pioneer in new media arts and design and creates immersive and interactive public experiences.

Our specialty is creating scenarios that encourage people to actively explore the crossovers between stories, rituals, cultural heritage and art in one hand and experimental (media) technologies in the other.

Prizes

Official SXSW Art Program 2020,
Austin, Texas, USA



Winner NICE European Creative Industries
Award 2019, e-c-c-e, Dortmund, Germany



Winner Audience Award Cinekid Festival
2017, Amsterdam, The Netherlands



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The Fair Grounds 1.0



The Fair Grounds 1.0 as an installation consists of six nostalgic so called 'kiddy rides': carnivalesque attractions restored to their former glory and covered in a high gloss unicolor polyester layer. Colored in the template of 'De Stijl', the famous Dutch modernist art movement of Piet Mondriaan and Gerrit Rietveld.

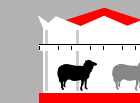
The objects are placed behind one another, lining up to make a small coaster train. Passerby's are invited to take place: they can choose between a motorbike, a horse, a race car, a helicopter, a 'Pikachu' and a clown seesaw. Once seated, they don a VR-headset. A big red button will activate the whole 'coaster train'.

Once inside of the virtual reality, the participants are raced through both Venice and Amsterdam in a high-speed roller-coaster experience. The Fair Grounds 1.0 turns tourists into art-connoisseurs and art-connoisseurs into tourists.

The project was realised in collaboration with fillmaker Ard van der Veldt. The Fair Grounds 1.0 was launched during the Venice Biennale 2017. During the Cinekid Media Festival 2017 the installation won the Golden Lion Audience Award.



Carnaval des Moutons



Carnaval des Moutons is an ode to the zoetrope, a pre-film animation device that produces the illusion of motion by displaying a sequence of drawings, invented in 1834 by the British mathematician William George Horner.

This merry-go-round is filled with sheep. Participants are invited to take a seat and don an AR-headset. When the carousel starts moving it will virtually transform in an eclectic circus performance. Animated zoetrope drawings from the archive of the **Eye Filmmuseum Amsterdam** will appear in this artistically AR show, which gives the visitor a unique experience inspired by cultural heritage. Next to watching the show you can try to throw balls at the figures, earning as much as possible points.

As a result, one of the oldest methods of moving images has been combined with one of the newest, merging both analog and virtual layers and creating a mixed reality artwork.

The project was realised in collaboration with Eye filmmuseum and VR Fieldlab - ClickNL, Eva Kröse and Peter de Man





Bumper Ballet



Bumper Ballet is a new media art installation consisting of the world's first self-driving bumper cars. Any visitor can get a ticket, hop in and take the cars for a ride. Initially the bumper cars function as normal, but after a few minutes the system takes over and the steering wheel no longer works. From that point on, the cars perform a dance: a bumper car ballet.

Bumper Ballet playfully tackles the social implications of emerging autonomous technology. Visitors become a subject to the cars and experience first hand what it means to lose control when a computer takes over.

The Project is realised in collaboration with Eindhoven Museum, Thomas van den Berg and Peter de Man. Bumper Ballet was launched during the Venice Biennale 2019 and the Dutch Technology Festival Eindhoven.

Bumper Ballet has been selected for the official SXSW Art Program 2020.



Time Travellers



Time Travellers is an escape room on wheels. It challenges participants to play the classic Dutch videogame 'Vakantieracer' in a brand new fashion.

The installation uses a mechanically controllable Fiat Panda as an arcade simulator in conjunction with a big LED-screen and augmented reality glasses. The result is a total mix of physical and digital realities in which the player receives both digital and analogue clues and archived video materials from the collection of **the Netherlands Institute for Sound and Vision**. The goal? Easy! Just make your way to the south of France as quick and safe as possible.

Time Travellers brings the past back into the present: a new experience for the youngest generations unaware of the game's history and a trip down memory lane for older generations. The result is a total mix of physical and digital realities that challenges different generations to think about new ways of storytelling and about our most recent digital cultural heritage.

Time Travellers has been realised in collaboration with Sound and Vision, Peter de Man and Douwe Hibma.



SWEET!



If there's anything that belongs at the fair grounds and events, it's candy floss! But in these times of conscious living, is such an amount of sugar still acceptable? You don't even know what the ingredients are!

Made especially for this confusion, DROPSTUFF developed a mobile candy floss laboratory, named ZOET! (*Translation: SWEET!*). You don't choose the flavour, but rather the European certified 'E-number' for food additives. What taste and colour will your candy floss turn out to be? You will find out after you ordered :-)

Choose one out of our 20 possibilities with delicious names like Splashing E130, Tropical E124 or Refreshing E150d. In a glimpse of an eye, our laboratory technicians create a super fresh candy floss for you!

-- but be aware! 9 out of 10 dentists advice against this!

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C64

Who says you need to be inside in order to play videogames? Go outside and use the XXL joystick C64 to play.

The controller we created for The Fair Grounds, called C64, functions just like a traditional Commodore 64 joystick: plug it in, start the game & let's play. The large size of the joystick invites players and passersby to step up and play a game, turning the solo videogame experience into a multiplayer community artwork.

Technically, the joystick plugs in using USB and alongside Joy2Key-software it is perfect for playing arcade classics like Pacman, Space Invaders, Tetris and Snake!

C64 was realized in collaboration with Peter de Man and Uwe Dobberstein.



Grab the Pussy



Grab the Pussy is an art project where you can try to grab a pussycat using an old-fashioned carnival claw crane. No industrial plush, but homemade knitted cats by grandmothers from all over the Netherlands!

If you win a pussy, you can use the chip in it's collar to find out all kinds of specifics! Who made the cat? Where is it from? What's it name and it's personal backstory? There's even an online pussy-album where you can post selfies of you and your new pet! That way, the grannies who made the cats can see where they ended up

In conjunction with the 'Knitting Together' project of the Netherlands Fund for the Elderly, we approached knitting and knooking clubs throughout the Netherlands to knit some kittens. The goal of the clubs is to counteract loneliness among the elderly. This project demands attention for that subject. Also, the materials and expenses of the participants will be reimbursed so that everyone can continue knitting.

Registration: www.grabthepussy.nl

Like and share: facebook.com/grabthepxssy/



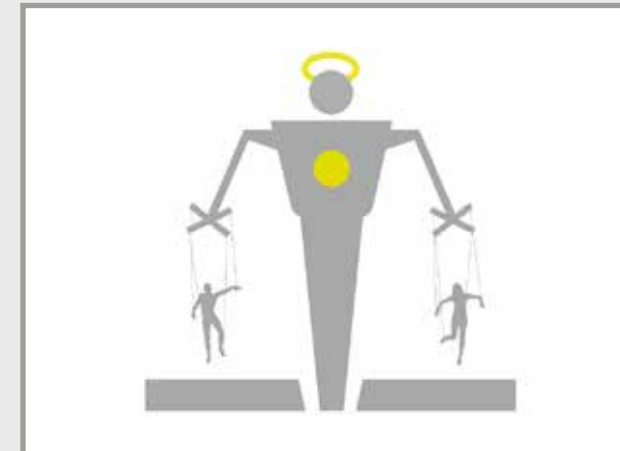
The Puppet Player



Expected in 2020

The Puppet Player is a bungee trampoline with four trampolines. In the middle is a four meter high robot that rises high above the jumping challenging participants. The robot is the puppeteer, a godly being that seems to be steering mankind. In reality, it is the other way around; by the movements of the jumpers various sensors are triggered and the robot moves itself.

Does mankind control technology or does technology control mankind? A visual translation of this issue in a time where Artificial Intelligence becomes more prominent in everybody's daily life and where self-managing systems are no longer just predictions of the future.



Holy Crêpe



Expected in 2020

Holy Crêpe! What is this again?! At first we make a scan of your face and that will be automatically translated into a four-coloured picture. And because our pancake printers print in four colours of goldbrown, we print your tasty appearance on one of our four cooking plates.

Sugar is allowed. (Then you don't have to watch while eating your own face) Have a bite?



Trouble Shooter



Expected in 2021

Trouble shooter is a mobile shooting gallery where players use 'nerf' guns to hit targets on touchscreens in order to prevent being changed into a digitally transformed version of themselves.

Troubleshooter consists of two touchscreen columns per player. Before commencing, the player will be 'scanned'. The players then see this scan appear as an avatar on the left screen. Various targets appear on the right screen as the players try to shoot these targets. However, every time a target hits the player, it changes them one step further into a digitally modified version of themselves. After a number of hits, the end result is a digitally manipulated version of the players.



