



Buycloud

2020-2023

1. Project
2. Exhibitions
3. Awards
4. Public Conversations
5. Publications
6. Media
7. Upcoming

Synopsis

Buycloud is a research on the transformation of natural phenomena to exploitable resources. A process we should critically reflect on in context of the past (colonialism), the present (climate change), and future (extraterrestrial occupation). As a research-methodology to help us reflect on our role in these processes, I, Noa Jansma sell clouds. The concept translates into a physical interactive video installation with an associated virtual speculation market.



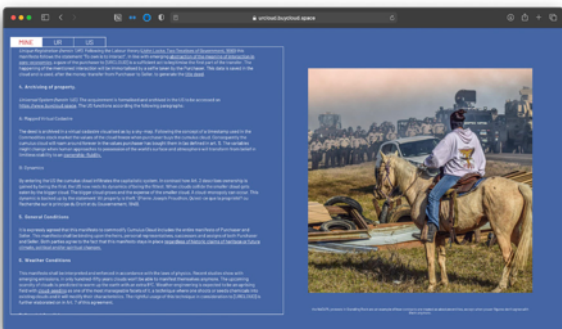
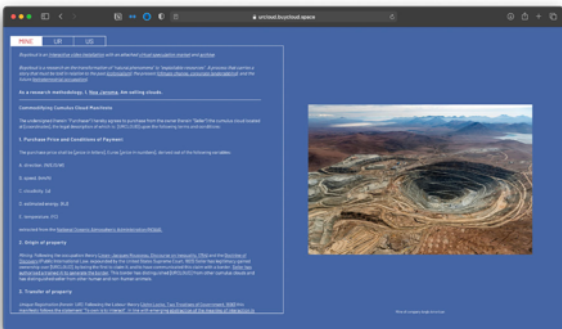
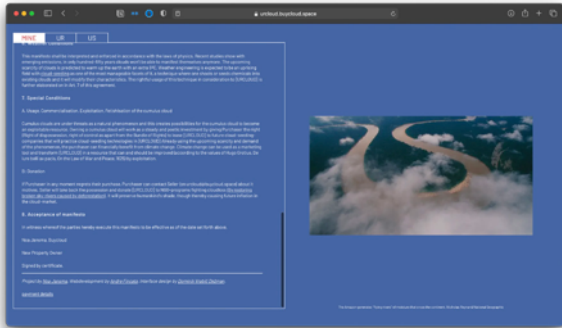
Project

'When in the 15th century the Western 'explorers' went to what-we-now-call-America, they told the native people they wanted to buy their land. The natives were confused; 'Their land?' 'To buy it?' Their vocabulary did not have a word or understanding of ownership over natural phenomena.'

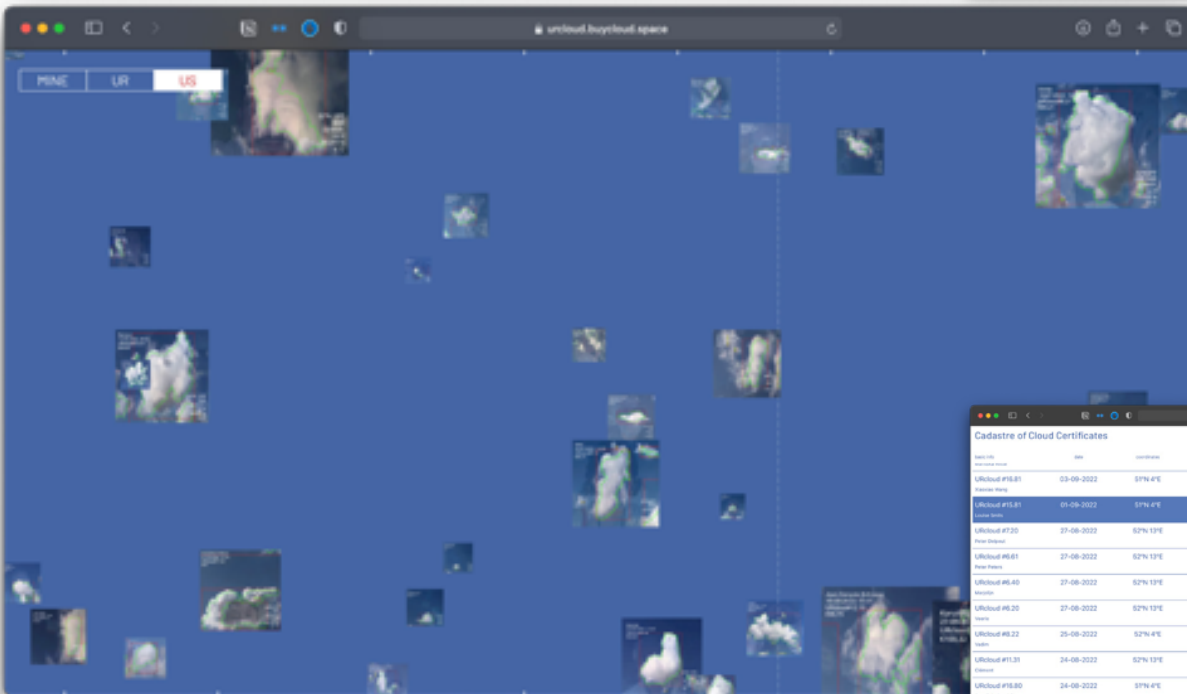
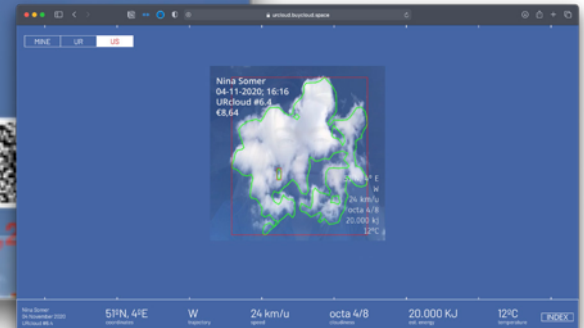
This anecdote has been the starting point of my project Buycloud. A research on the transformation of "natural phenomena" to "exploitable resources".

A process carrying a story that must be told in relation to the past (colonialism), the present (climate change, corporate land-grabbing), and the future (extraterrestrial occupation).

As a research-methodology I copied the dominant Western processes, philosophies and theories on how ownership and exploitation are constructed, and I pasted them onto one of the last phenomena remaining outside of these systems; clouds. Something so fluid and beyond our monetised culture, that it questions the validity of existing capitalistic models themselves. I am selling clouds. The research is expressed in an interactive video installation with an attached virtual speculation-market in the form of a web-app and a website. Within the installation people lay down on a piece of grass while looking up at projected clouds with QR-codes and prices attached. Each step of a cloud-acquirement is guided by several new media techniques and justified by a manifesto based upon a default land-property contract. All certificates are archived on the online map cadastre. With rising carbon emissions, cumulus clouds are threatened to disappear in 100-150 years. Catastrophic for the planet but very good for the cloud market, since all markets are based on scarcity and demand... Climate change becomes a paradoxical marketing tool whereby spectators are provoked to reflect upon their own position between climate justice or economical growth. Buycloud has been exhibited in various international exhibitions and has now created a community of over a 120 cloud owners.

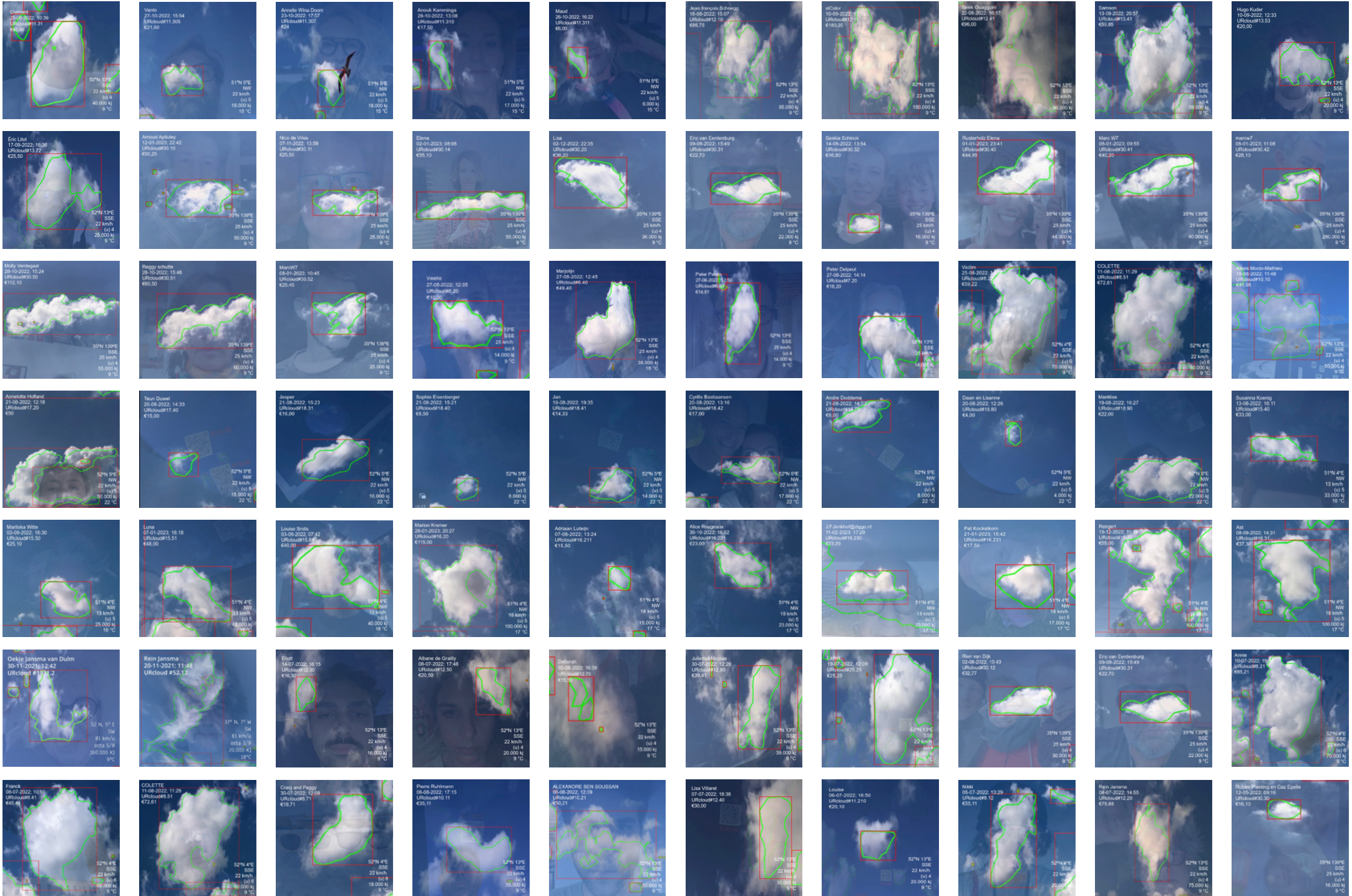


www.buycloud.space



id	date	coordinates	velocity	speed	alt	air temp	temperature
Uncloud #16.81	03-09-2022	51°14' 4"E	NW	18 km/h	665	21000 KJ	17 °C
Uncloud #15.81	01-09-2022	51°14' 4"E	NW	13 km/h	665	40000 KJ	16 °C
Uncloud #7.20	27-08-2022	52°14' 13"E	SSE	25 km/h	664	14000 KJ	9 °C
Uncloud #6.40	27-08-2022	52°14' 13"E	SSE	25 km/h	664	14000 KJ	9 °C
Uncloud #6.40	27-08-2022	52°14' 13"E	SSE	25 km/h	664	38000 KJ	18 °C
Uncloud #6.20	27-08-2022	52°14' 13"E	SSE	25 km/h	664	14000 KJ	9 °C
Uncloud #6.22	25-08-2022	52°14' 4"E	SSE	22 km/h	666	70000 KJ	9 °C
Uncloud #11.31	24-08-2022	52°14' 13"E	SSE	22 km/h	664	40000 KJ	9 °C
Uncloud #16.80	24-08-2022	51°14' 4"E	NW	18 km/h	665	28000 KJ	17 °C
Uncloud #72.41	22-08-2022	52°14' 13"E	SSE	22 km/h	664	96000 KJ	9 °C

Selection of certificates

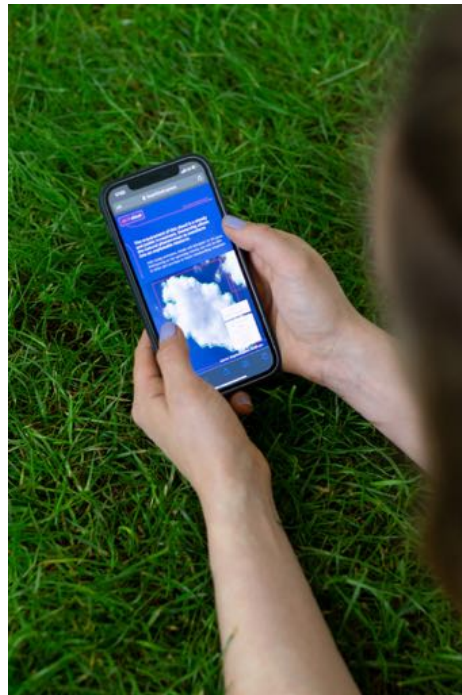


Exhibitions

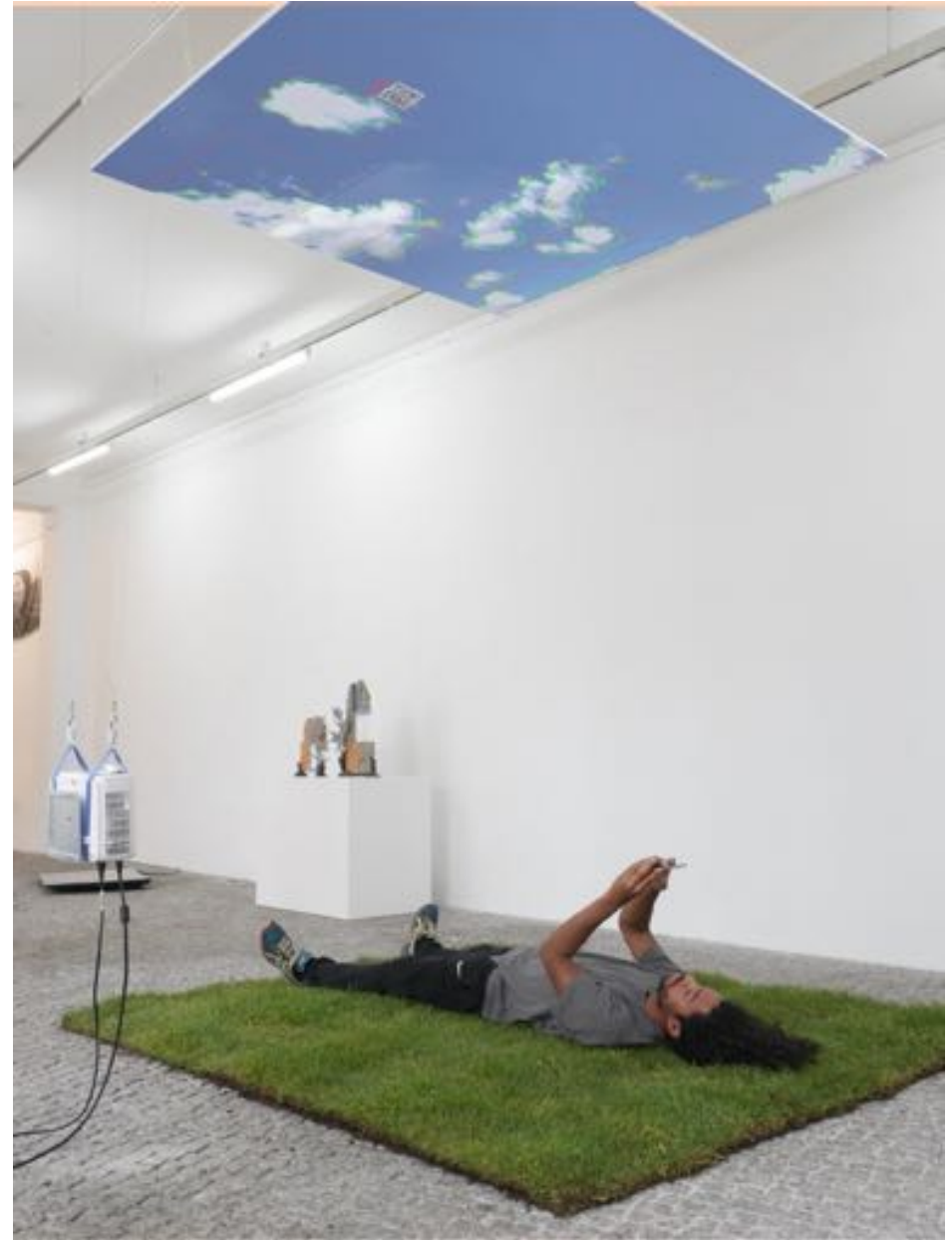
(Non) Depleted , Gr_und, Berlin 16-04-2021 until 30-5-2021

estimated visitorcount: 1000

<https://gr-und.com/2021/01/22/nondepleted/>



©Anastasia Muna



©Gr_und

Songs of the Sky, C/O Berlin, Berlin

11-12-2021 until 21-04-2022

visitorcount: 47.000

<https://co-berlin.org/en/program/exhibitions/songs-sky>



Les Rencontres d'Arles, France 04-07-2022 until 25-09-2022

visitorcount festival: 33.900

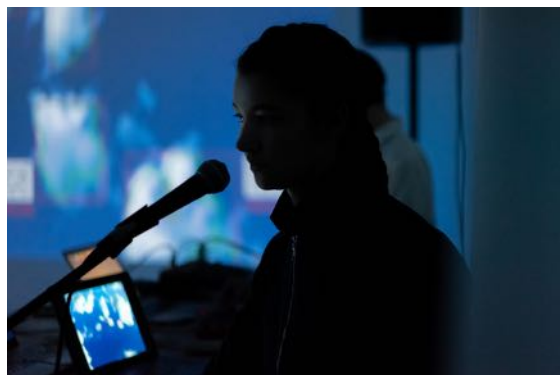
<https://www.rencontres-arles.com/en/expositions/view/1051/songs-of-the-sky>



NEW MATERIALISMS, Casa Banchel Madrid Design Festival 12-03-2022

visitorcount: 100

<https://claudiaparedesintriago.com/MADRID-DESIGN-FESTIVAL-2021-LA-FABRICA-UTOPIAS-DOMESTICAS>



Correctionville, HX Hoogcruts, Limburg Institute of Cartopology 26-08-2022 until 27-08-2022

visitorcount: 100

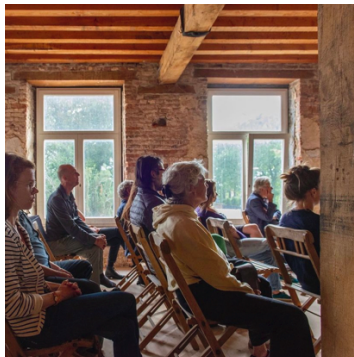
<https://dearhunter.eu/instituteofcartopology/theidea/>



CORRECTIONVILLE BIJHOOGCRUTS Festival biedt een andere kijk op de macht van de landkaarten

Kaarten zijn enorm machtig. Ze bepalen hoe we als mens de wereld ervaren. Het festival Correctionville in HX Hoogcruts kijkt een andere kijk op (land)kaarten, de kaart en wuikenkapsel of mee met de 'soepjeswandeling'.

Hoewel kaarten ons vaak laten zien hoe de wereld eruit ziet, zijn ze eigenlijk slechts een selectie van de werkelijkheid. Ze bepalen hoe we de wereld ervaren en hoe we erin bewegen. Dit is de kern van het festival Correctionville in HX Hoogcruts, waar kaarten worden gebruikt om een andere kijk op de wereld te bieden. Het festival is een samenwerking tussen de gemeente HX Hoogcruts en de organisatie Dear Hunter. Het festival is een samenwerking tussen de gemeente HX Hoogcruts en de organisatie Dear Hunter. Het festival is een samenwerking tussen de gemeente HX Hoogcruts en de organisatie Dear Hunter.



Lowlands Festival, Biddinghuizen 19-08-2022 until 22-08-2022

visitorcount: 60.000

<https://lowlands.nl/nieuws/2022/08/02/het-kunstprogramma/>



Super Future Design Festival, Hannover 24-06-2022 until 3-06-2022

estimated visitorcount: 1000

<https://super-future.de/noa-jansma/>



Bit by Bit, Stedelijk Museum Schiedam

09-07-2022 until 04-11-2022

estimated visitorcount:30.000

<https://www.stedelijkmuseumschiedam.nl/tentoonstelling/bit-by-bit-digitale-landschappen/>



Salone del Mobile Milano, Italy 05-09-2021 until 10-09-2021

visitorcount festival: 270.000

<https://www.designacademy.nl/p/research-and-debate/international-presentations/missed-your-call>



dumped fishing nets, imagining a future of handcrafted souvenirs influenced by marine pollution. "Products of this new craft belong in a world where extreme aspects of the waste scene have metamorphosed into whole environments."

Buyclouds by Noa Jansma



We sell and buy land, water, minerals, animals and plants. Being so fluid and temporary, clouds are so beyond our monetised culture we have never transformed into a business until now. With the BUYCLOUDS project and video installation, Noa Jansma sells clouds in order to critically reflect on processes of transformation from natural phenomena to becoming exploitable resources, "in context of the past of colonialism, the present of climate change and a future of extraterrestrial occupation." And he even managed to sell 20 of them!



Collaboration pianist + artist Tomoko Mukaiyama

- Super-T, Spiral Hall, Tokyo
- Super-T (e) Market, NPO Extra (Covid edition)
- Super T Art Walk, Amsterdam (Covid edition)

Estimated visitorcount: 1000

<https://tomoko.nl/works/a-live-vol-1/>

<https://tomoko.nl/works/supert-e-market/>

<https://tomoko.nl/works/supert-artwalk/>



The Smell of Internet, 38CC, Delft

4-12-22 Until 19-02-2023

<https://www.designacademy.nl/p/research-and-debate/international-presentations/missed-your-call>

<https://www.mistermotley.nl/de-geur-van-het-internet-kilometers-kabels-en-grote-bedragen/>



Awards

Nederlands Film Festival, Gouden Kalf Competitie 24-09-2021 until 2-10-2021

visitorcount festival: 2.348

<https://www.filmfestival.nl/film/buycloud/>



Dutch Design Awards Dutch Design Week, Eindhoven 22-10-2022 until 30-10-2022

visitorcount festival: 350.000

<https://www.dutchdesignawards.nl/gallery/buycloud/>



Winner
2022



Artist Talks



Storyspace Gouden Kalf avond



Salone del Mobile x Het Nieuwe Instituut, ENTER



Madrid Design Festival, New Materialism



De Arena, DDW



C/o Berlin, AI & the cloud



Institute of Cartopology, Power of Cartography

Media



Volkskrant, 14-01-2022



The Steidz



Wallpaper



Archipanic



Kunstmatig Podcast



Financieel Dagblad, 7-01-2023



Metropolis M



Trouw, 7-02-2023



Humberto, Radio 1, 28-10-2022



Omroep Zwart, Radio 1, 23-10-2022

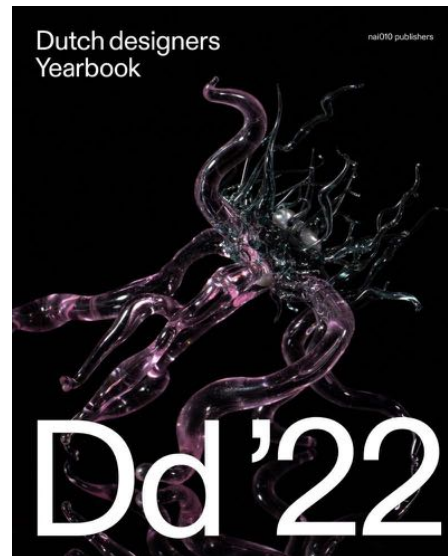


Trouw, 21-01-2022

Publications



TUBELIGHT #121



Dutch designers Yearbook '22



Louis Vuitton City Guide Arles 2022



Songs of the Sky Catalogue, Spencer Books



Foreword Philipp Blom - Die Unterwerfung (dutch translation to be released in 2023)



Pidgin #29, Princeton University, architecture



Les Rencontres d'Arles Catalogue 2022

Upcoming



Cloud, Museum Sinclair-House, Stiftung Kunst und Natur
Bad Homburg v.d Höhe, Germany. 19-3-2023 until 13-8-2023



Philipp Blom - Die Unterwerfung
Dutch translation - 2023