

Buycloud

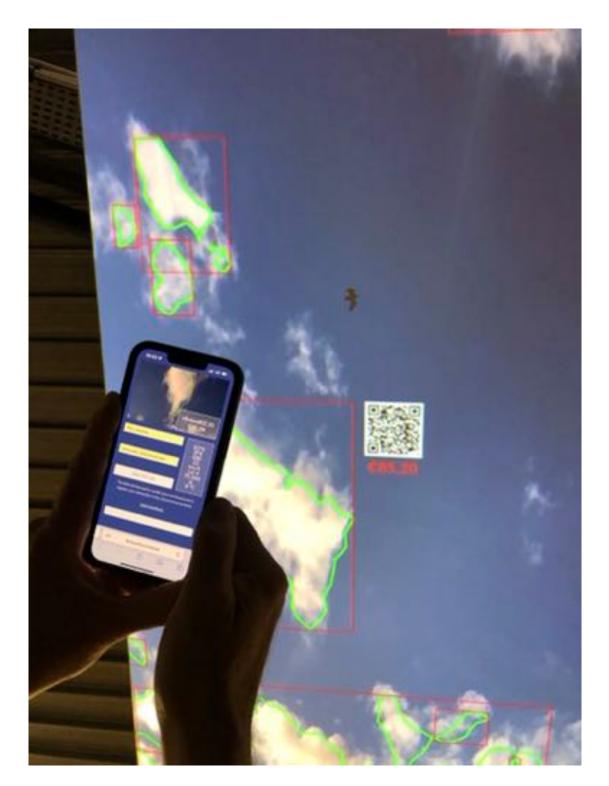
2020-2023

- 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-nowcall-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.'

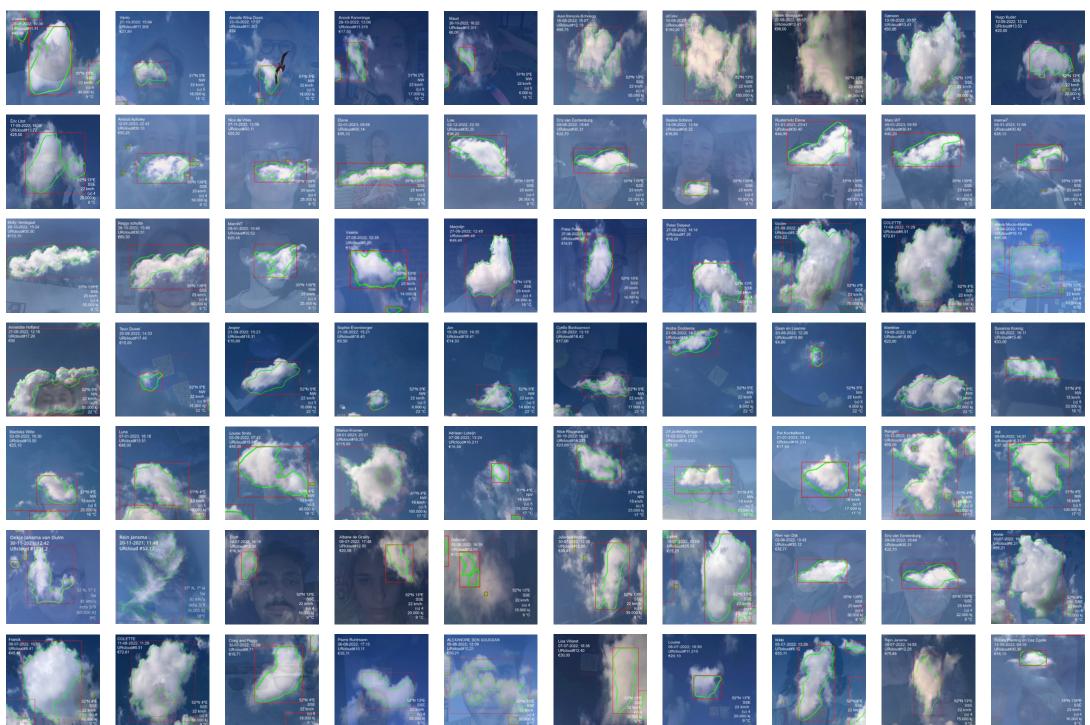
This anecdote has been the starting point of my project Buycloud. A research on the transformation of "natural phenomena" to "exploit-able resources".

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.



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/

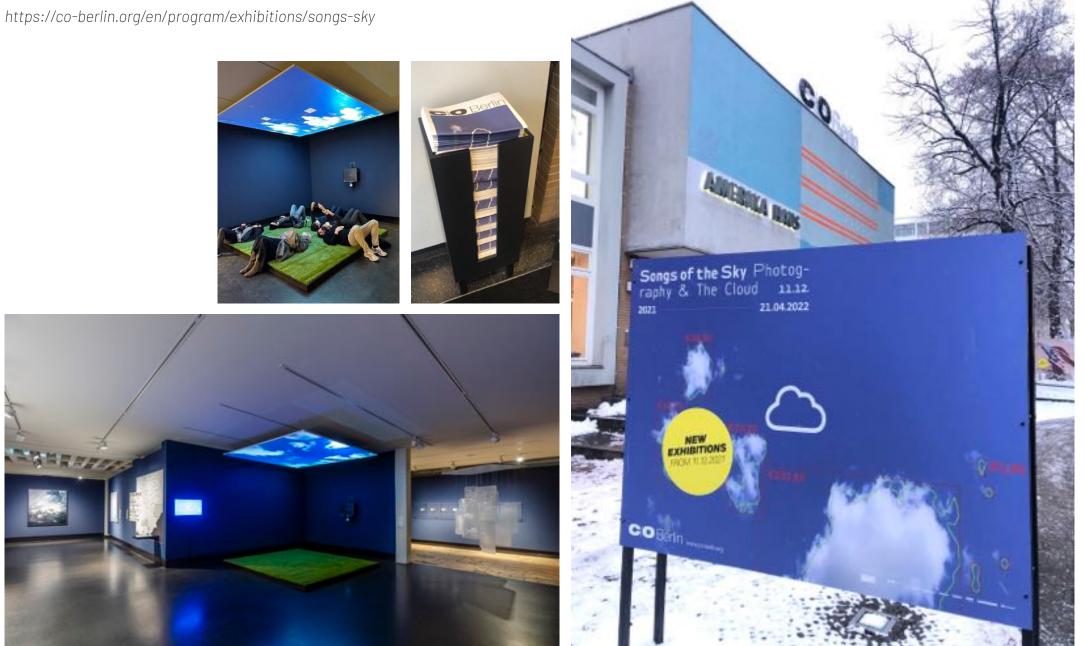




©Anastasia Muna

Songs of the Sky, C/O Berlin, Berlin 11-12-2021 until 21-04-2022

visitorcount: 47.000



©David von Becker

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-FESTI-VAL-2021-LA-FABRICA-UTOPIAS-DOMESTICAS













©Amador Gomez

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

visitorcount: 100

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





Festival biedt een andere kijk op de macht van de landkaarten

rten zijn enormimachtig. Ze beparen hoe we als mensen de wereid involiten. Het val Connctionville in Noorbeek bepleit een andere kijk op (land)kaarten. Je kunt er en kopen of mee met de 'ooglappesaandering'.

and a support and	manufactory in provident Department of Party and Party a	talassurp heat maker heading has reader	Olive, many hat is goon would be the part and other part and other part of the
I Totak Master Hag-	annial ter stabilition disease. Democraticion ne time Vantum	more the same sponse of the same	Asson process lesson, jo loss on the congling hierband
targi piligen, je billi	container, and can put many	metholog draws in hard. Not not seen in the second	storkaldes,"
garden. Downlinks, and also handware		Ganedia fancia mon largen ten ta-	Verantiever deligt
die binden, Verfahrgete unterstagilie	Andrewson beingebestel game	hep-tage-de Köllstangisen, Adrilaa's	for house inscitution, series-
Gar-cealite/Goldshite stay for set. GaeCE police for landelshife Commo-	sense om helpflyr ter pickler billemotoregen Ve stat samt B	Assignts large De Did or Indexto- Edent moutes in 1947 de inauged-	misspers, ampringer, first- in, cor basis/spectricited,
Gerlin	signify stort" Wy prote hot.	graps data see. In grap	man and fraithcome on loan-
Ever man mu it span. Evel- te lines on it rank workfield.	Analyzitan nu le antenegers an de angleres metalliched?	handsmann vorheigt na imp-	mainfielders Johnstein en annen beiten beite
datable (ip disearchilder op)	Washington to have bed been and	house spalling of the disk open	time line is there have and a
quester medition contegending added.	mar Carlossebulk one abathem.	manyour and then place in facil leader time.	Toff hares former in Merspeller.
on these and shall have them the	setters's, laundersettiges did	Full-databaltenegate being circling	awyene bij se tije gees kanate-
non-marije in hown, protecter result	burblegt antibult tear on	Set & Ritmanipervision complete	mars, gam indutadappers
1001. Dust sublished to spen	haviorelijk, Catopologie tear-	34°, globalest Ecorem Convertingerille to next load inder-	groub-tenary, 30 (220) contails
Shadaya Alex & and the	samp in an annual of the real	sale fields' beachtailain as	ineligie we deduce all in how
held to surgenze it use do fault	had private centers", read Ne-	A logist town-dearty-logistic region	and all
kort", ogt Markes Torsanken	canden.	and over saving. He shall being a	In some holesagt and own.
Mrt foar partest Roop Kriseer-	Extreme minutions	many had appen made order had in party within the second s	story with one involution during the second
these Brown makes 1424 spikes-	Constitution day in confinited	a ber sur merendet	hard? We not did list own
test of heir fields on the sectory lengths	and Amplica. Approxime related		tendent test staff, pridet
walk sensitizing promited the solu-	hearten die niete moor met de		Warks biomistics, inderivation
white each land ten, and chargin	introducipational for angless, holderse,	66	rokey reaken, some is som heef
Han. Our migriby is obtain mainther in its improfession	subrus breaks do pite to trees adoption international designation of the second		teldiget artiget bug, diel is had onto georgeponent, die waardt omsente oon
determinant of regimer sign.	is have tiplene but feederal web		grids and Thomas in the solution
The endedest low-sold built start frame-	Internet approximation in Logarities	On while on de	insiden his effert in previous?
gen." Eighden heft gringe ets demilie-	two to praises that sugges the	composing is waak	su danterer in brikeingen
rea basicatige molecular country.	Idented Tips with a Wine Wat.		Report total and same right-
statum an real corflectil life man land up and hore, have	second" in the barries of a line	eentidig meestal via	to "Openendition decked"), augr
twin had Messochiad testime prope	productions on the local is hard	eenzellde mort kaarten.	must de here merseeling over the
later cost originals contrast," and	net net see toglappeneers-	mais Google Maps.	months to a new laters. The Monter-
Removal Stilland lines jour galeries.	hap manifest printer sugramm		hode repring the photophecks
Registerical they opticate manager to the state of the second sec	int. For put reportation in pic-	Martine for the cost of the	reache dilambant investita sloperie anni-









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

visitorcount: 60.000

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





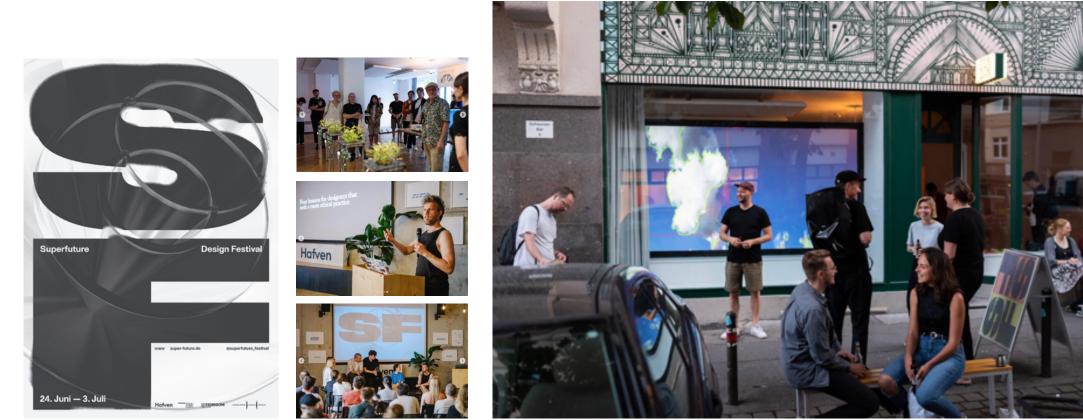


Super Future Design Festival, Hannover 24-06-2022 until 3-06-2022

estimated visitorcount: 1000

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





©Henner Rosenkranz

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/





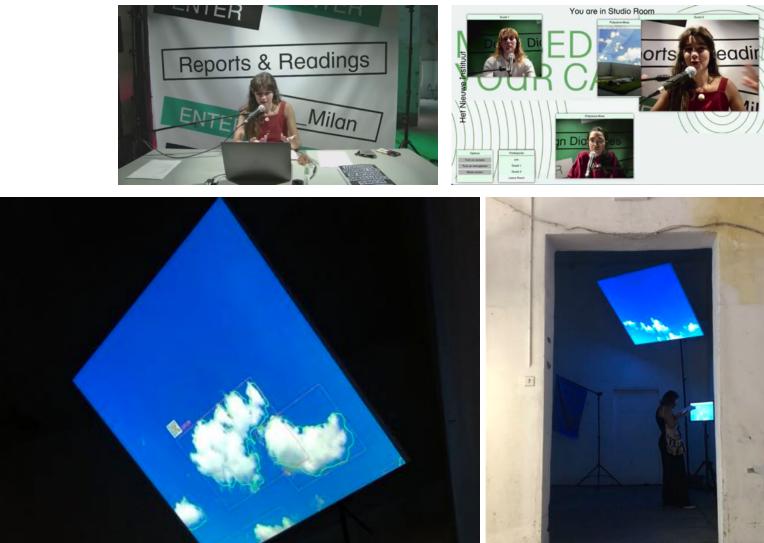




Salone del Mobile Milano, Italy 05-09-2021 until 10-09-2021

visitorcount festival: 270.000

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



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

Buyclouds by Noa Jansma



We set all on by lond, exemer, minimale, winsha and jutens. During an Subial and temporary, closels are to beyond our monocolic culture with how near transformed from a Substrass unit now. Went the **BVYCLODES** project and video installation, **Nea jutens** and set closels in order to collady reflect on processing of transformation from manual professional to the set of specialization resources, "In control of the part of coloniality in the present of climate reflecting and a future of destratementation comparation," And the ensurementation to monitorial professional control of the control of coloniality of the conceptional of the part of coloniality in the present of climate reflecting and a future of destratementation comparation," And the ensuremany climate colonia colonial coloniality of the coloniality of the

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/















©Tomoko Mukaiyama

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-internetkilometers-kabels-en-grote-bedragen/







©Coen de Jong

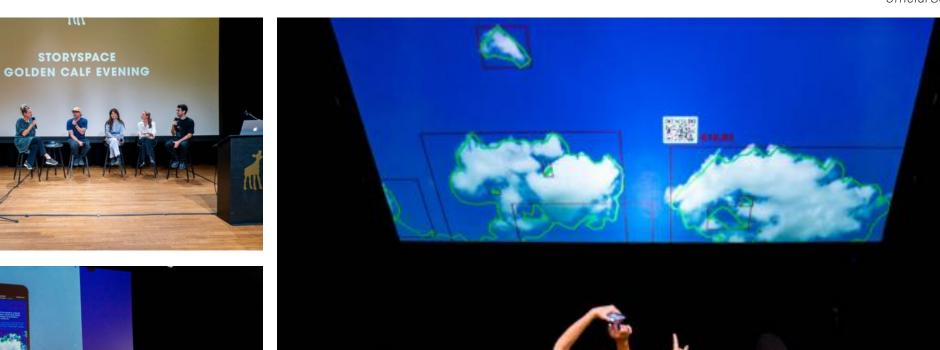


Nederlands Film Festival, Gouden Kalf Competitie 24-09-2021 until 2-10-2021

visitorcount festival: 2.348

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

1111







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

visitorcount festival: 350.000

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











Artist Talks



Storyspace Gouden Kalf avond







Salone del Mobile x Het Nieuwe Instituut, ENTER Madrid Design Festival, New Materialism





C/o Berlin, Al & the cloud

Institute of Cartopology, Power of Cartography

De Arena, DDW

Media



Volkskrant, 14-01-2022



Humberto, Radio 1, 28 -10-2022



The Steidz



Wallpaper

Financieel Dagblad, 7-01-2023



Metropolis M

Kunstmatig Podcast



Trouw, 7-02-2023



Omroep Zwart, Radio 1, 23-10-2022

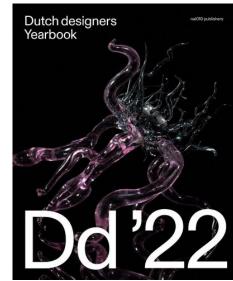


Trouw, 21-01-2022

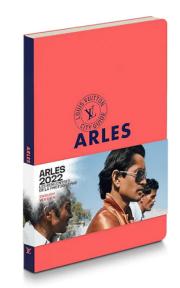
Publications



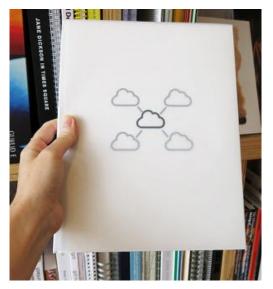
TUBELIGHT #121



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



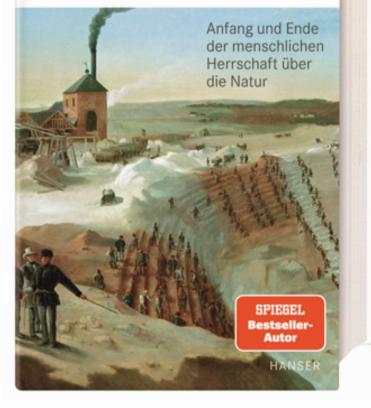
Les Rencontres d'Arles Catalogue 2022

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



Philipp Blom - Die Unterwerfung Dutch translation - 2023