



## Project Statement

PINK DOT EXPERIMENT Performance/ Interventions/ Mobile Project

How does the meaning of something change when you paint it pink? Black spots on the sidewalk, for example, remnants of discarded gum? The Pink Dot Experiment seeks to call attention to the way in which we take our external urban environment for granted. Pink Dot participants gather at the crack of dawn to paint over every spot of gum on the sidewalks of a circumscribed area in a busy commercial center. Using non-toxic florescent

pink, tempera paint—a material used by cleaning and utility companies to indicate a spot that needs attention and acquiring approval from city officials ensured the act was performed responsibly. When the city's inhabitants emerge to go about their daily business, they encounter a parallel pink-dotted city that arouses and agitates, pleases, confounds and disrupts the daily routine.

Piloted in Athens, Ohio [Ohio University], on May 19, 2005, the Pink Dot Experiment, appearing and disappearing unexpectedly and virtually out of nowhere, stirred both controversy and curiosity in the community. It was a strategy for exploring and mapping public space as well as an opportunity to study the effects of the geographic environment on the emotions and behavior of individuals. It garnered attention from the local press, activists and litter awareness programs interpreted the piece as a statement about the environment. The pink dot aside from its function of arousing and agitating, eludes any one meaning or narrative. How does the story of the pink dot appearance continue and what meanings or ideologies are carried with it?

The experiment involves the audience's participation, enabling the public to engage in acts of urban mapping and reflect on their own experiences in public space. It is intended to address the relationship between aesthetics and social processes and to promote the collaborative process of interdisciplinary creativity