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A



**BY**  
JEANNETTE PETRIK

**CATEGORY**  
AGENCY

**#**  
ACTIVE-ISM, AGENCY, DIY,  
DUMPSTER DIVING,  
EXTREMISM, FREEGANISM,  
MEDIATIONS

**WWW**  
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## A PARASITICAL BREED OF CONSUMER

'A Parasitical Breed of Consumers' is a self-initiated project that takes advantage of openly accessible urban structures of consumption. Those 'loopholes' enable users to step out of the role of solely being consumers to becoming producing actors. The project looks at freeganism as an expression of personal convictions and individual subjectivity.

A Parasitical Breed of Consumer revolves around food as a basic human need commonly embedded into capitalist structures and explores distribution systems of supermarkets to make unsold produce accessible. Participating individuals are enabled to take advantage of freely accessible materials with help of strategies and techniques that educate about sourcing materials, transforming found materials into tools and extending the life-cycle of previously discarded materials.

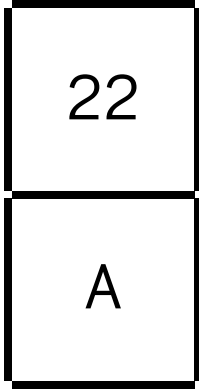
Through the discovery of value in often discarded 'low quality materials' this project counters the economic logic we, as consumers, producers and distributors have gotten used to and, instead, shows alternative solutions that would enable for individuals to become more active and conscious in relation to their behaviours of consumption.

The project was developed in the context of the Master studies in Contextual Design at the Design Academy in Eindhoven and was completed as a graduation project in 2013. As a research project relating to theories of Extremism, it surely was essential to my personal development as a writer, researcher and social human being. This project marked the beginning of an ongoing exploration of convictions that form the basis of a personal active-ism.

The project was shown at the Van Abbemuseum (Eindhoven, NL) in the context of the exhibition 'The Museum of Arte Util' from 7 December 2013 – 30 March 2014, under the creative direction of artist Tania Bruguera.

<https://jeannettepetrik.com>

**TRADERS TALK**



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