

## **shiftex**

the impossibility of resolving the global questions being posed in the competition serve as basis for our project proposal: no more escape in ever more advanced theoretical discourse, but starting out with a concrete urban intervention, making use of the specific context and background of the two selected cities, liverpool and ivanovo. these two cities were chosen according to their diverse cultural background but similar problematics. shiftex develops a transfer-project between the two cities, working with—and at the same time undermining—common myths and projections of the "east" and the "west".

shiftex consists of 3 steps over a period of about 1 ½–2 years, developing specific urban tools from tactic (short term) to strategy (long term). the means/ urban tools applied enable spontaneous turns and shifts as important element to maintain tension and attention without falling into the trap of marketing the city as "eventopolis" once more.

shiftex 1\_ an introductory publicity campaign with the first public event as opening of the project

shiftex 2\_ an urban game for both cities in slight variations

shiftex 3\_ a specific project for each city

### shiftex 1

\_ searching for urban agents

aims at initiating the process of public announcement and involving interested urban agents as active participants. an advertisement campaign on billboards (handpainted?) as well as on postcards distributed by mail announces the project, inviting the people to participate in the first step: locating urban voids/ vacancies and marking them by installing "barrishifts" (=stretch-barriers) which will later on mark the "shiftex-spacelabs". during this first event further information as well as city maps with the "points of the game" will be distributed. the urban actors will get a starting pack of playing cards for the game.

### shiftex 2

\_ the urban game

... is first of all a pretext to leave the house, to pursue a certain goal, as if one went to work. by playing the game the participants slowly discover the possibilities the game offers, ranging from short term spontaneous pleasure and satisfaction, to becoming aware of one's personal assets. in the end the game results in formulating real initiatives as collective enterprise and longterm project. the game serves as urban tool which is structured like common games so that it's easy to access and to understand it's goal: to gather points along playing, by plunging into certain offers (e.g. a lot being provided by the city for free for interim use etc.) and developing ideas, creating teams to collaborate etc.... the play operates in different categories taking into account the spectrum of the participants and the various levels involved in what we call "urban life" and the development of new urban strategies. the game results in a tombola once a month where prizes according to the categories are distributed. above all the game wants to create a network of new communications and ideas based on exchange and collaboration and to enhance other values beyond purely economical aspects.

one of the winning categories is the participation in shiftex 3 –the specific project for liverpool resp.ivanovo as long-term-strategy.

### shiftex 3 ivanovo

\_ in cooperation with the fashion design school in ivanovo

the background of ivanovo as textile production city will be used to develop a new fashion collection made of vintage clothing/ clothes from thrift stores in cooperation with local designers and the fashion academy. fashion and its dictate for fast changes are a symptomatic expression of capitalist market structures. at the same time fashion seems to be even more important in countries where it's difficult to afford for a majority of people. the cycle of clothes, of fashion waves, of role models will be explored in this new fashion line, adapting second hand materials and cloth parts in order to create a genuine look beyond simple appropriation aesthetics, but accompanied by the self confidence that "we can afford it" – i.e. the attitude that we don't have to worry about, what the others think, to just do what you want to do. in this way it is related to british fashion design in the 80s (vivienne westwood), influenced by the punk movement, but it also sets a counterpart to simple appropriations of eastern/

russian icons in western fashion lines like the red star, the russian fur hat, the CCCP letters as purely decorative label etc.

advisors from liverpool will reflect on the new creations and comment them, help building up a specific image for the media so that the collection will definitely be attractive for "international" taste. the members of the jury of the fashion show will also include experts from liverpool.

profiting from western marketing experience and yet at the same time developing a new marketing strategy based on a genossenschaft/cooperative system.