

Waterloostreet

algebra of need

Site-Specific Bamboo and Rope Light Installation by Knut Eckstein

The Straits (#51 Waterloostreet)

The Peak (Chijmes)

The Shore (National Museum Glass Atrium at 2nd level)

Logo, billboards and architecture in general are representations. Representing public, political interests as a whole and are now undergoing global change.

Big name companies, have their own interests.

To undermine the representations, to transform and re-enact symbols (company logo or text), artist Knut Eckstein uses simple, ephemeral material and rope light to create signs/text on the building facades or in public spaces, questioning the meaning/implications of corporate symbols (identities), and re-define them with secondary meaning.

algebra of need consists of 3 site-specific installations at Bras Basah precinct, Singapore.

#51 Waterloostreet

Title : **The Straits**

Symbolic meaning

From Straits settlement to one of the world's most prosperous nation,
Singapore has come a long way.
The Straits reminds Singaporeans of the weight of the country's history
and shall treasure the success they enjoy now.

- The Chanel and Nike Logo, shown in between and behind a curtain of lines and crossings,
symbolizing both, modern Society's constant stream of change and interrelation and its search for recognizable signals.

The overlapping / combination of the signs creates an ornament of interwoven public interests.
The '**scratch lines**' (rope light) could be read as a source of natural force to 'erase' the excessive consumerism in split second.

Viewers are invited to read and decipher the meaning of the art work on their own.

label for National
Museum

algebra of need

Site-Specific Bamboo and Rope Light Installation by Knut Eckstein

The Straits (#51 Waterloostreet)

The Peak (Chijmes)

The Shore (National Museum Glass Atrium at 2nd level)

Logo, billboards and architecture in general are representations.
Representing public, political interests as a whole and are now undergoing global change.

Big name companies, have their own interests.

To undermine the representations, to transform and re-enact symbols (company logo or text),
artist Knut Eckstein uses simple, ephemeral material and rope light to create signs/text on the building facades or in public spaces, questioning the meaning/implications of corporate symbols (identities), and re-define them with secondary meaning.

algebra of need consists of 3 site-specific installations at Bras Basah precinct, Singapore.

National Museum

The Shore

Symbolic meaning

From Straits settlement to one of the world's most prosperous nation,
Singapore has come a long way.

Singapore is an island surrounded by water that is marking the formal border of a landscape but not of the humans that inhabit this landscape.
the artwork is based on taking an outline of a Chanel advertising and marking the border of this advertising with simple Rope-light

in an ephemeral way the content to the image is given by the viewer and is under fluent change.
Like a nation that proceeds.

The Rope Light Design

It consists of the Chanel logo.

Which is sign of luxury and wealthiness in this world.