Moon Life Store.

Because Earthlight on the Moon is brighter than Moonlight on the Earth.

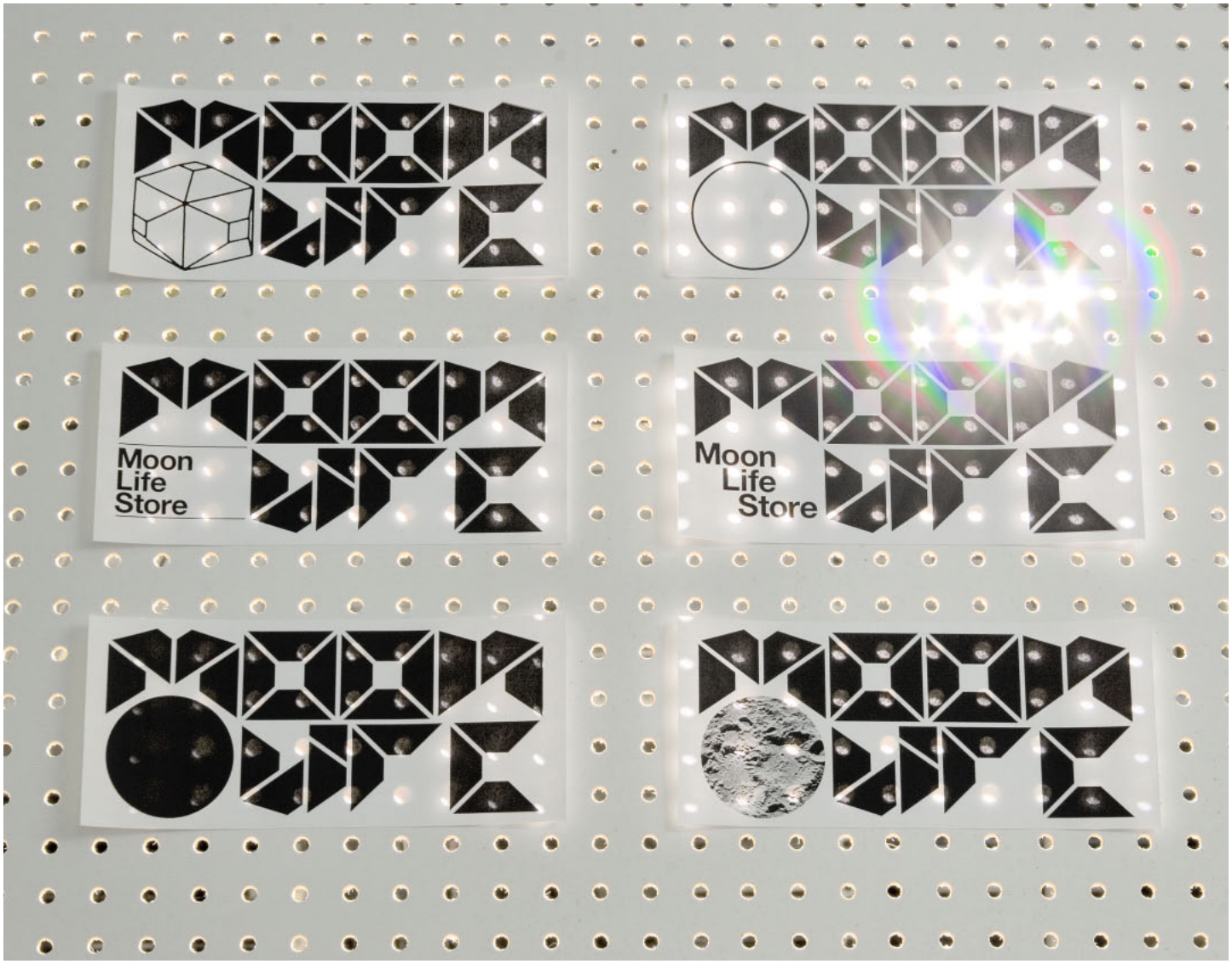
Moon Life Store, Experimental Jetset (2010)

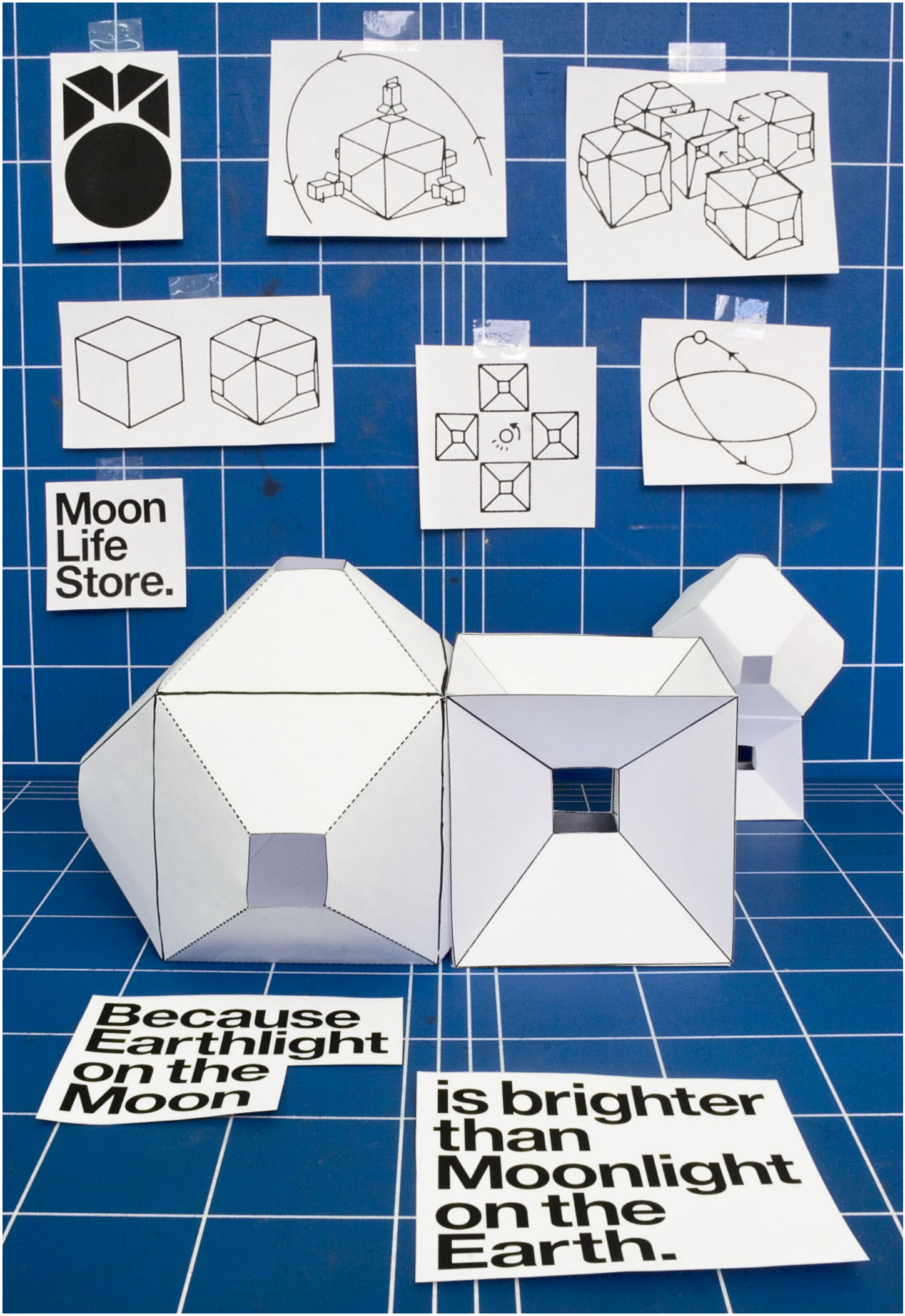
Proposal for mobile installation and graphic identity for Moon Life Store, as part of the travelling 'Moon Life' group exhibition curated by Alicia Framis.

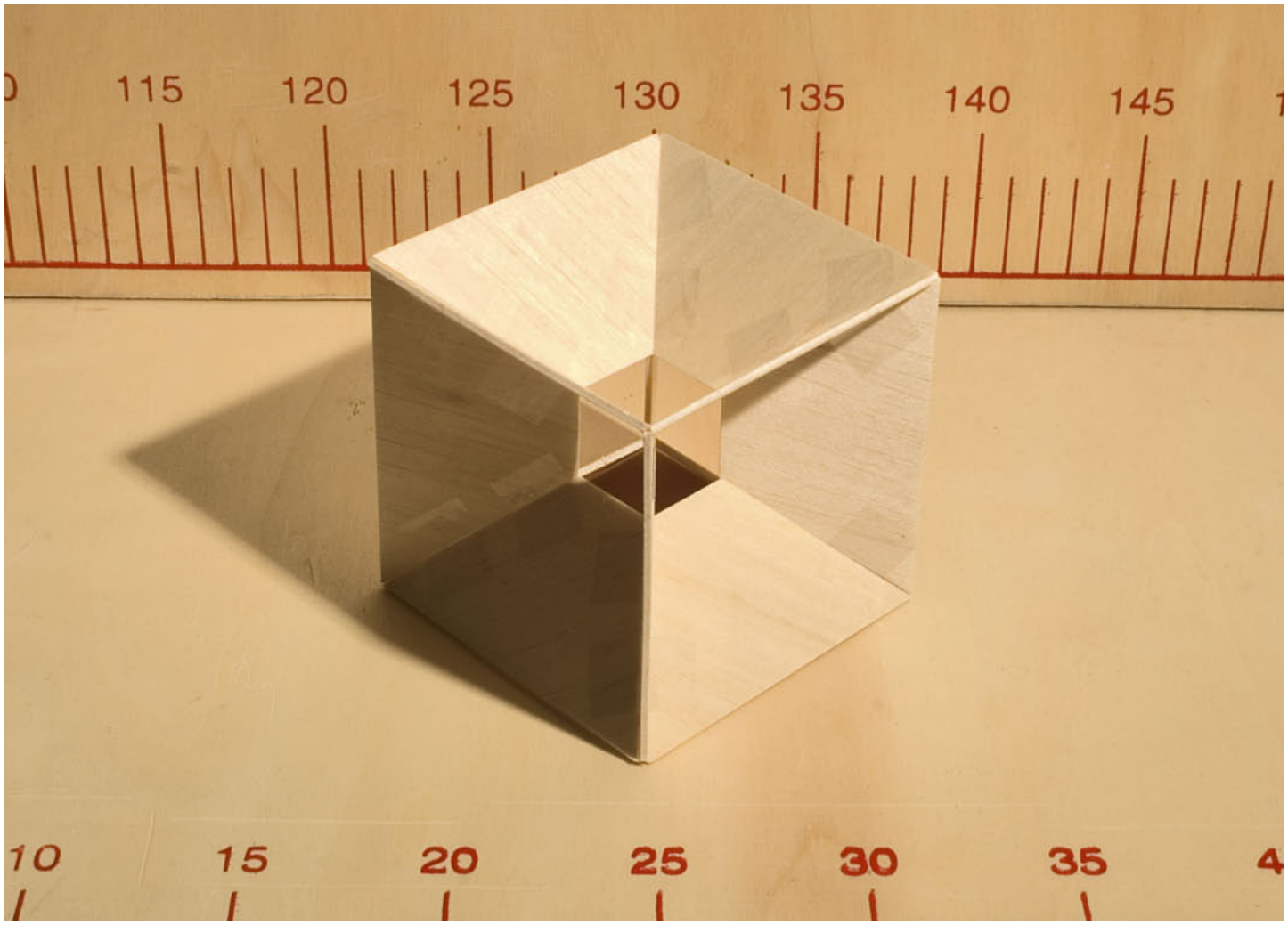
Based on a model developed by Experimental Jetset to simulate the cycle of day and night on the moon, the Moon Life Store is a proposal for a mobile unit which can be used as a shop, an exhibition space and a low-fi installation demonstrating the effect of light on the moon. This model was also used as a starting point for the development of a possible graphic identity for Moon Life Store: a modular logo system, based on the architectural elements of the store.

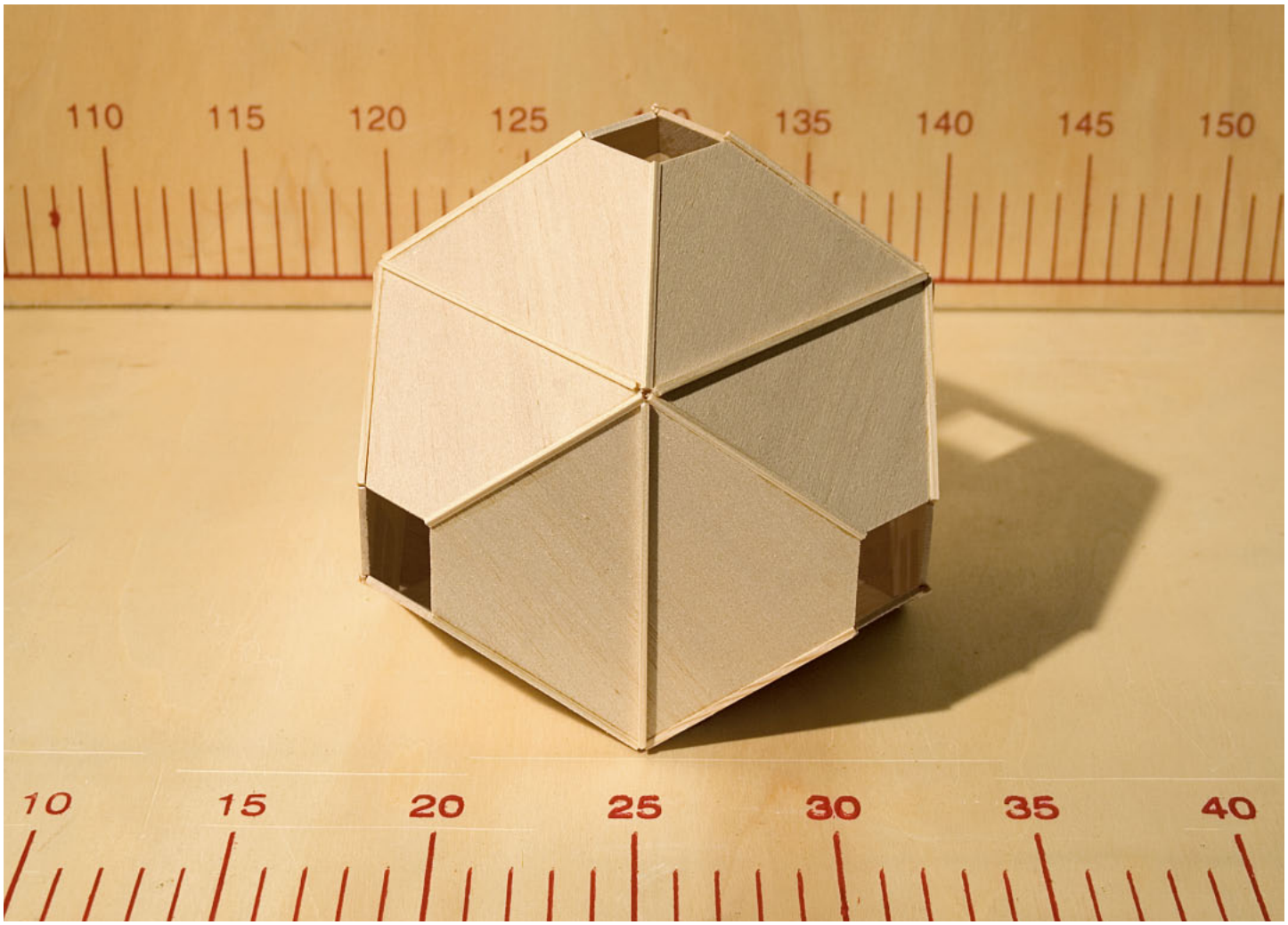
As a 'one-sentence manifesto' for Moon Life Store, Experimental Jetset came up with the sentence "Because Earthlight on the Moon is brighter than Moonlight on the Earth", a phrase in which EJ tried to encapsulate the utopian spirit of the Moon Life project as a whole.

Models, sketches and photos by Experimental Jetset.




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115 120 125 130 135 140 145
10 15 20 25 30 35


110 115 120 125 135 140 145 150
10 15 20 25 30 35 40


BOEK VAN DE TERRAN TRADE AUTHOR
Moon
Earth
12800 km
3500 km
27,34375 %
for survival on
Steven Caldwell
GEILL
ENCY
SCIEN
MET BIJDRAGEN V
ASIMOV/J.G. BALLA
PHILIP JOSÉ FARME
NIVEN/FREDERIK P
A.E. VAN VOGT/JACK V
ISAAC
LARRY
BRIAN ASH

