

Concept 2

Plants as objects of desire

- I am talking about plants being treated as aesthetic objects for decor
- Everyone has access to overall similar plants
- There is currently no way to tell a difference between an expensive plant vs a cheap one
- Brand a plant to be sold as a luxury product to communicate the capitalistic nature of it

How are plants being transformed
from free wild living entities
into aesthetic, commodified
interior objects of desire?

Plants are treated like aesthetic objects - exaggerate them and make objects out of desire them. They can be designed to look very very expensive.

It's no longer just a living thing, but a status symbol, a piece of art, and a conversation starter for the modern collector.

What makes an interior object expensive?

Objects come in beautiful packaging (perfumes, lamps, skin care) - what if i made that for plants. Very commercially driven luxury packaging for plants. Created accessories to be attached to plants.

What questions will come up looking at this?

Who will buy them? What kind of people want to buy plants that look like objects?

What does it say about us as a society that wants signal taste through interior objects?

Quote - reading

One of the people we interviewed for the exhibition, Italian philosopher Emanuele Coccia, who wrote *The Life of Plants*, described design objects, especially the ones that are inside the home, as prostheses of our bodies to understand the world. And I think it's a very powerful idea that these objects



prostheses

Prostheses are artificial devices designed to replace missing or dysfunctional body parts, such as limbs, joints, or teeth, restoring functionality and improving quality of life. They can be external

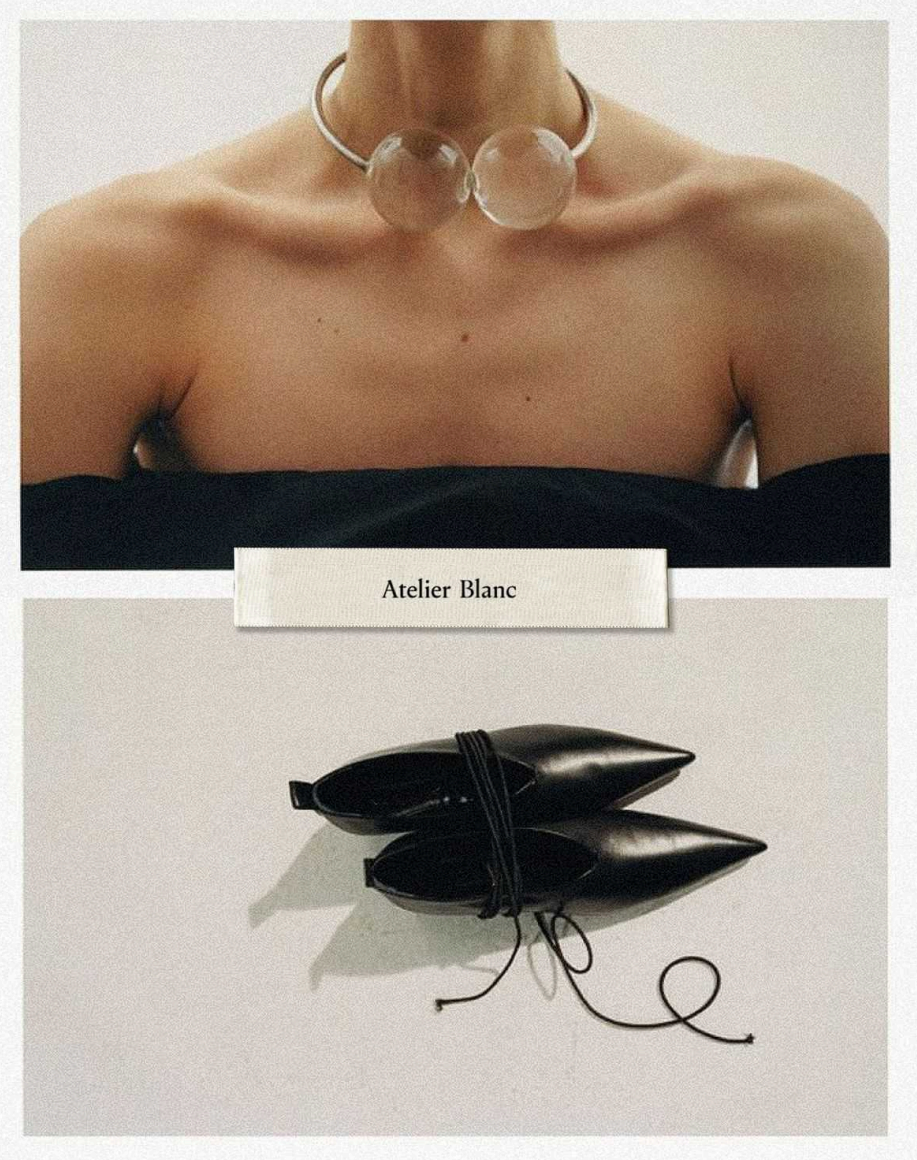
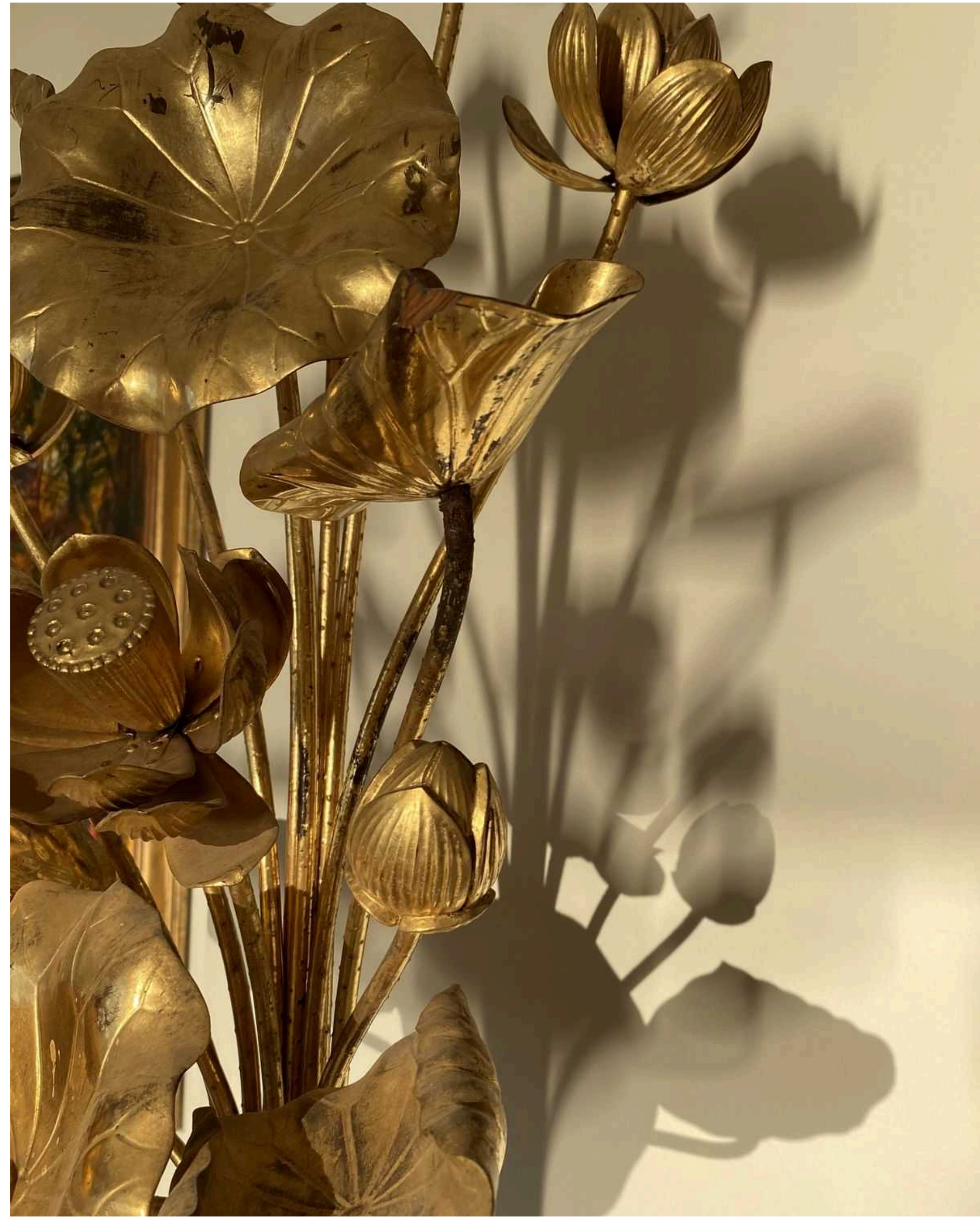
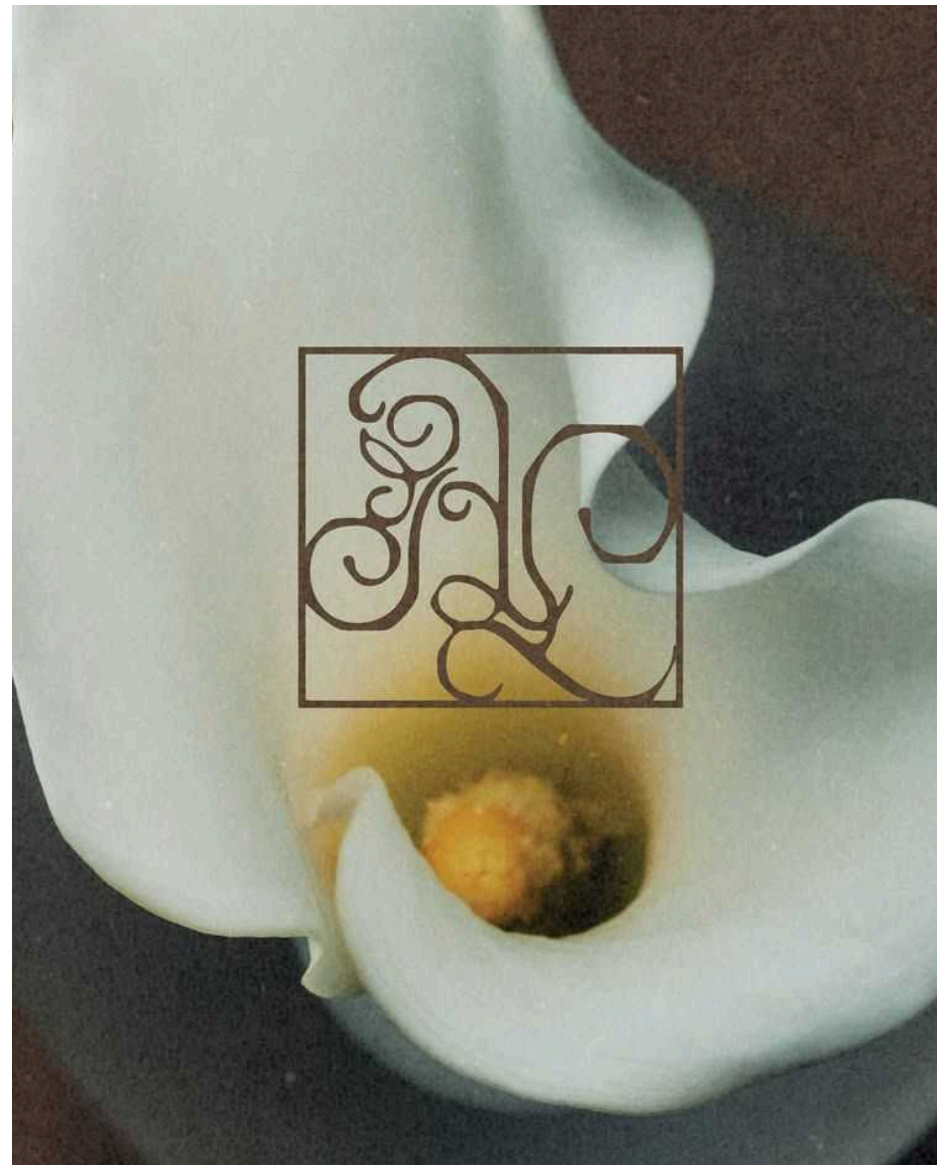
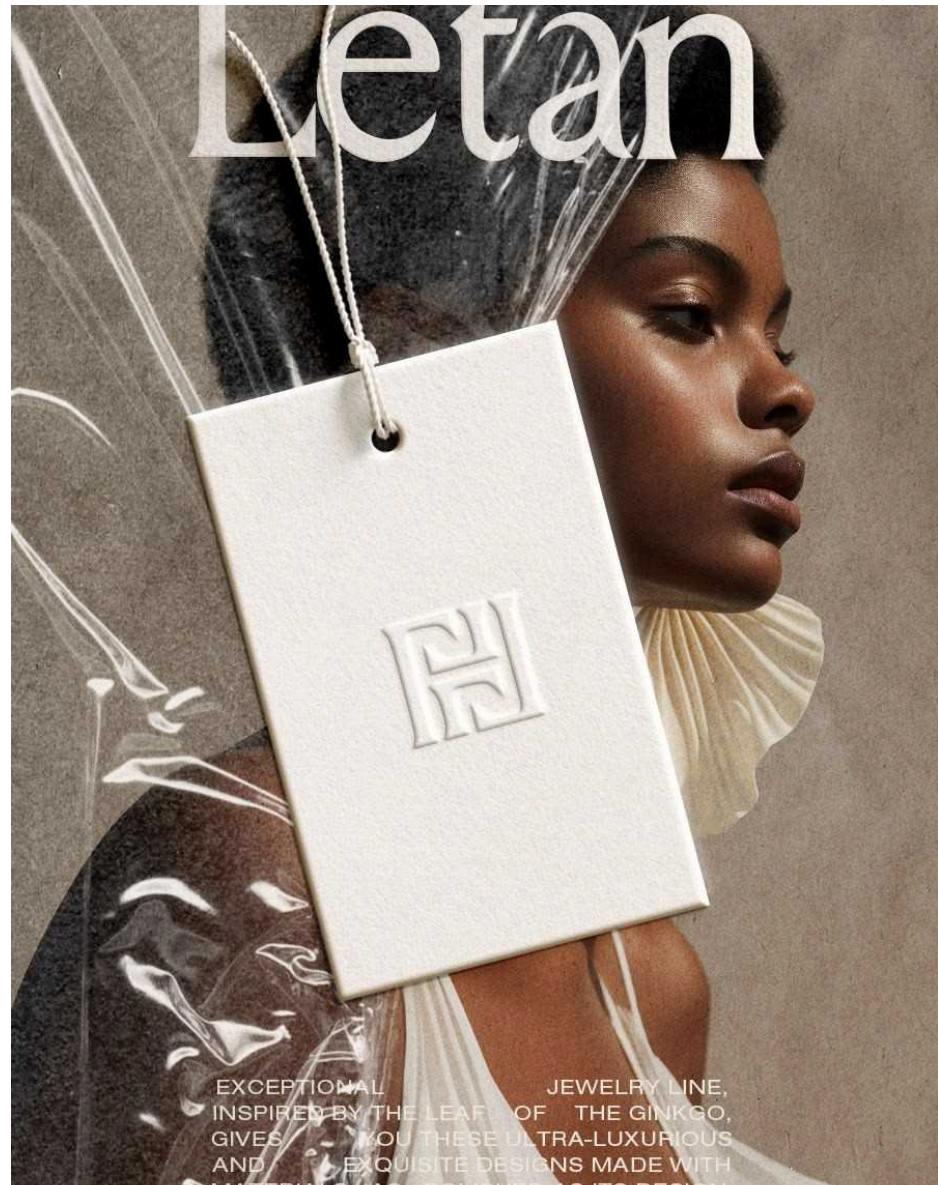




Who will buy them?

What kind of people want to buy plants that look like objects?

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Save



Get to know your plants

Comprehensive guides for all your favorite houseplants - covering the basics of watering and lighting needs, more advanced topics like how to propagate, and diagnosing common problems.

Plant Guides

WHAT DOES A PLANT PASSPORT LOOK LIKE?

Your plant passport must be made up of the following information in either a square or rectangular format:

Top left corner:
The EU flag



Plant Passport

Top right corner:
The word 'Plant
Passport'

Botanical
name (genus
or species)

A Botanical name

B 12345

Traceability code
or batch number

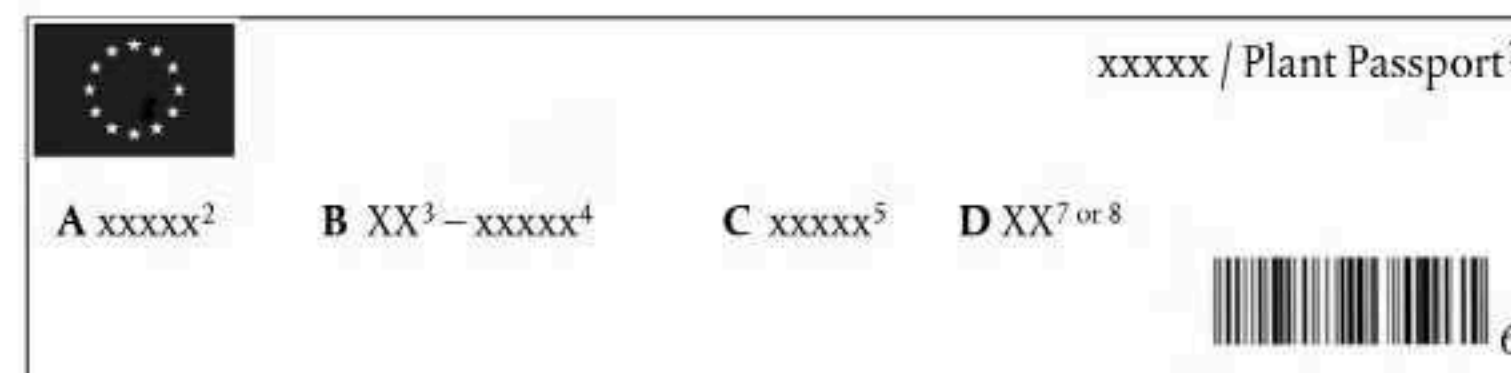
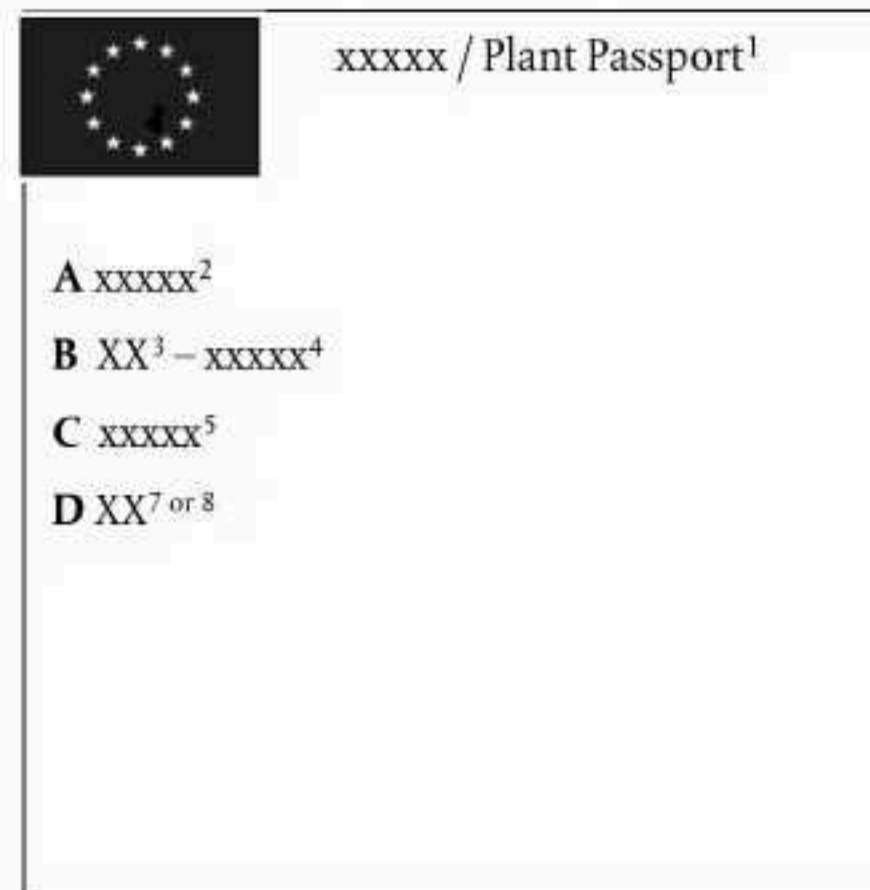
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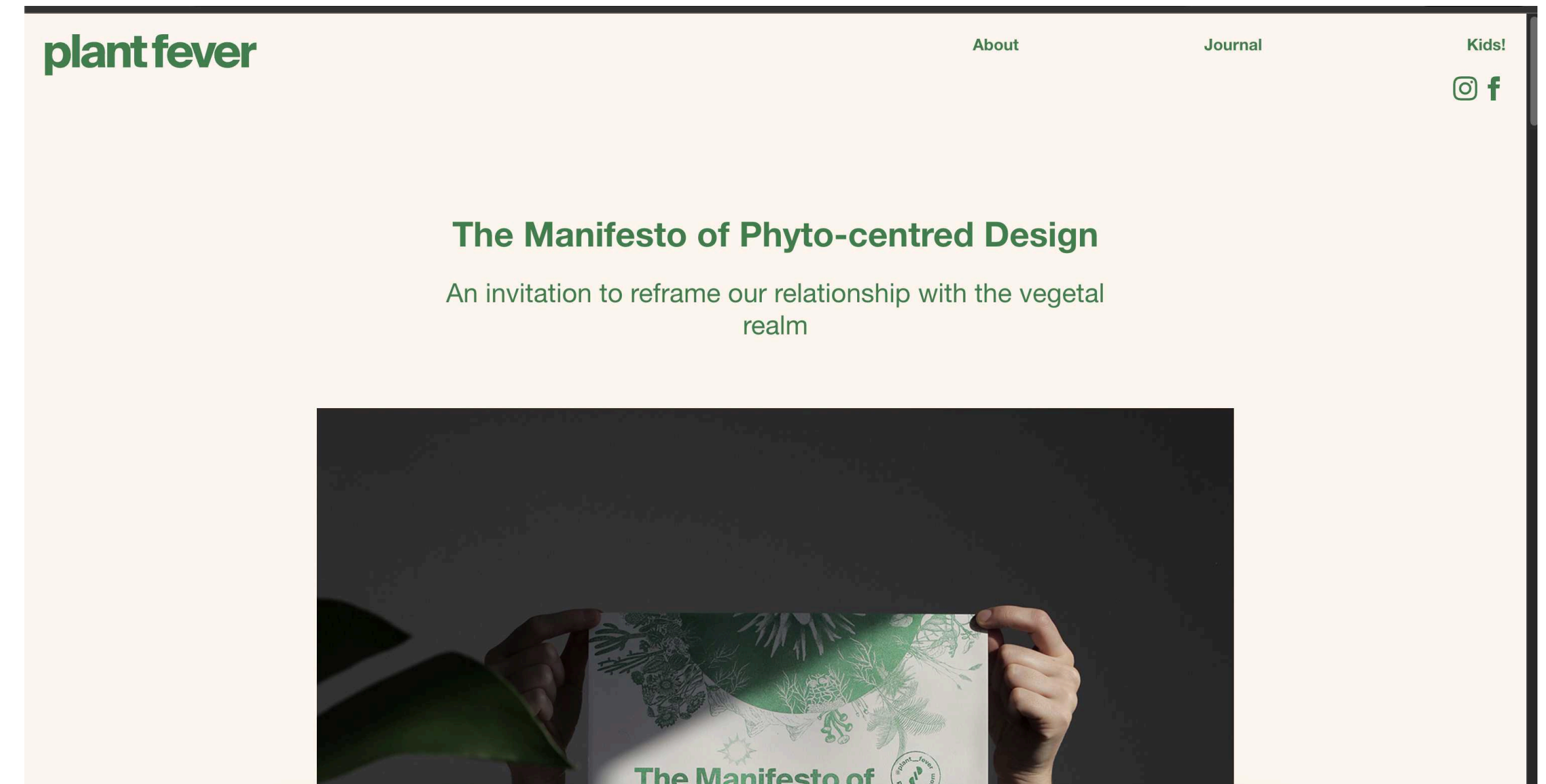
A two letter
country code
indicating country
of origin

Your
authorized
number

Models for the plant passports for the movement within the Union territory, referred to in Article 1(1)



But at the same time, the other philosopher we interviewed, Quentin Hiernaux, also said that when you have a plant in a home it brings life into that home, in the sense that a potted plant needs you to stay alive. So it creates a bidirectional relationship where I need you to feel better, and you need me to water you.



<https://thisismold.com/visual/publications/dots-plant-fever>