
SUPER
MARKET
MUSEUM
AGRO
PERMA
LAB

THE SUPERMARKET MUSEUM: Food Solidarity 2030+
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www.agropermalab.org
Grassroots organisation, integrating political and popular education in Agroecology, Permaculture and Food Sovereignty. We design inter-sectorial trainings for community leaders, activists and educators, develop community research tools, conduct pilot innovations in food systems and publish educational audio-visual materials.

in collaboration with:
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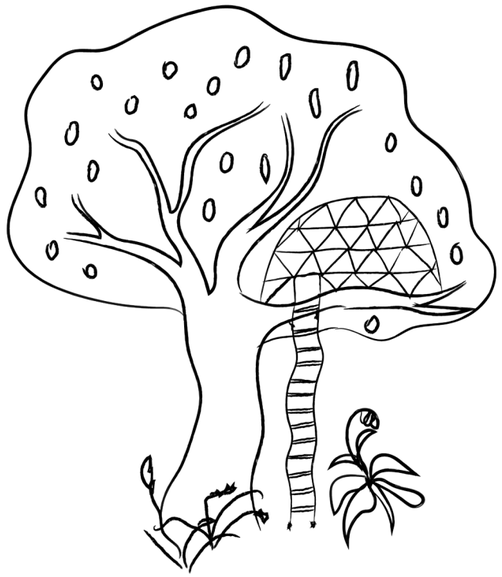
One of all
Clemens Büntig

Looking into the rhizome-shaped stem of an acanthus... There is a connection of all seeds, individuals, ideas, ideologies with the mother plant and with the mother soil. Interestingly enough, acanthus leaves used to be the aesthetic basis of the capitals in the Corinthian (ancient Greek and Roman) order of architecture. Clemen's work has been chosen to be a logo of the Supermarket Museum project as the one that resonates the most with the idea of interconnectedness.

GARDEN PATH

Garden educators' manifesto



Most people have been led to believe that large-scale, chemical agriculture is the only way to feed our growing population. However, the United Nations has repeatedly reported that small farmers consistently grow 70% of the world's food supply on less than 30% of the world's agricultural resources while the remaining 30% is produced by industrial/chemical farming which consumes 70% of the resources.*
After nearly 80 years of experimenting with the supermarket culture, we can see that it is not able to feed humanity in the long run. Built on the glitz of comfort, speed and cheapness, the *convenience store* model detracted significant parts of society from the need to cultivate the land keeping imperceptible the negative effects on the exhaustion of natural resources.

The practical knowledge of food growing is largely lost in many European populations. Food is, however, the source code for the functioning of our civilization and the growing of plants and animal husbandry, have an amazing power of transformation. Fortunately, we are now seeing a whole lot of grassroots innovations in food production emerging. They are correlated with the nascent awareness of our place in the Earth's ecosystem.

The educators have various missions including empowering entire communities to create collectively a regenerative, sustainable and fair food growing system for all. Our goal is to search for the rays of light breaking through the cracking shell of the old order and by finding harmony in them, building a sensible pattern of a new societal DNA of human inscription into the biosphere of our planet. The potential ahead of us is to redirect growth towards higher, non-material, non-destructive paths.

Small visions matter. The work of weaving together creative imaginations to rise to the challenge is the tiny seed that becomes the tall tree given time and tending. We may not be there to see it's blossom but we can do the planting. Let's begin by renewing our relationship with the soil, food and community, together with the little ones, to see the Earth, bountiful and healthy again. *We are the ones we've been waiting for.***

*https://www.etcgroup.org/sites/www.etcgroup.org/files/files/etc-whowillfeedus-english-webshare.pdf
**https://www.awakin.org/read/view.php?tid=702





Learn food growing:

Global Ecovillage Network

The Global Ecovillage Network is a global association of people and communities dedicated to living "sustainable plus" lives by restoring the land and adding more to the environment than is taken. Network members share ideas and information, transfer technologies and develop cultural and educational exchanges. Its mission is to "to innovate, catalyze, educate and advocate in global partnership with ecovillages and all those dedicated to the shift to a regenerative world." An ecovillage is an intentional, traditional or semi-urban community that is consciously designed through locally owned, participatory processes in all four areas of regeneration (social, culture, ecology and economy) to regenerate their social and natural environments. Ecovillages come in all shapes and sizes, and can be found across the world: from traditional villages using age-old techniques, to modern settlements built with the latest in ecological innovations.

Since feeling is first:
Ecosystemic Intelligence and Permaculture Education

Joanna Bojczewska

This project suggests that to learn about nature is first to feel – to look, hear and feel beyond our own selves. Learning food-growing can be a deeply transformational practice for the individual consciousness and for the planet Earth.
The film and the accompanying audio-recordings are created to promote the idea of cultivating ecosystemic intelligence, which permaculture and agroecology help us to develop. Ecosystemic intelligence is both a personal disposition and a type of distributed, collective orientation with a swarming effect – tilted towards healing.

The film *Indeed, it was a paradise* is a metaphor of the ongoing destruction of the planet's Earth abundant biodiversity habitats, which we all know about. This poetic, visual story contrasts scenes of lush garden commons with unanalyzed robotic destruction. It asks whether our longing for mastery and growth needs to be so fatal: *Can growth be redirected towards non-acquisitive search for deeper knowledge of self and nature?*
The audio-recordings *Since feeling is first* are guided exercises for cultivating modalities of feeling and perception suitable for ecological context, such as food-growing and gardening in a more general sense. They will aid the learner in relaxing into an ecosystemic awareness and knowing. The instructions are integrated from various sources including scholarly research, meditation traditions and personal experience.

The project suggests that the economic transformation needs to go hand in hand with the inner re-evaluation of our ethical and spiritual relationship with the land, the Mother Earth, and with ourselves. *Indeed, it can be a paradise again*. The wisdom is within us.

We need to Look, Hear and Feel – anew and afresh. We can all act upon this now.
We are the ones we've been waiting for.







Learn food growing:

Newentrants to farming

European farmers are a greying population. More than half of European farmers will retire within 10 years, while only 7% are under 35. Many senior farmers have no successors in their family, and have no identified successor outside of it. The question of who is going to be the next generation of European farmers is a very pressing one. Who will grow our food? Who will sustain rural economies and communities? Who will maintain open landscapes for everybody to enjoy? There is also a major challenge in ensuring both the continuity and the necessary evolutions between the generations of farmers. How to avoid losing preciously developed soil quality and know-how held by the current generation of passionate farmers? And how to allow new entrants to develop more agroecological forms of farming?



Attitude analysis and (Eight)finity lessons on learning of growing food

Iryna Kazakova

Fears and prejudices are the reasons that prevent people from starting new activities, such as growing their own food. The story therapy aims to debunk the myths about growing food, soften or even eliminate prejudices about this process, and allows you understand it better. You will find seven real-life stories that will open you up to different ways how to start growing food and how permaculture can change your life. The eight one is Iryna Kazakova's toolkit, in which you will find the explanation of how to use Attitude analysis and how to find an infinite number of lessons in each story you hear from people.



Learn food growing:

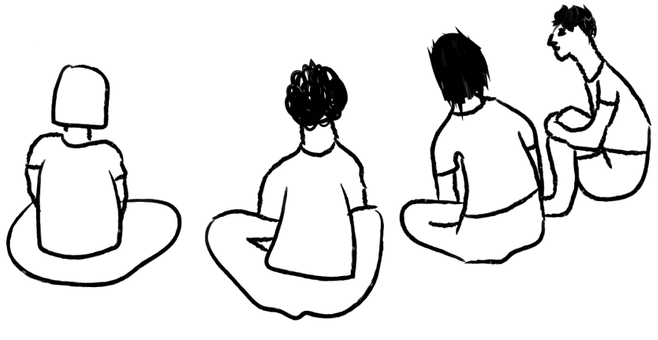
Permaculture courses

Permaculture can be learned & practiced everywhere and by everyone. It's open to newcommers with different bacgrounds who look for alternative ways of living in harmony with their surroundings, other people and their own selves. Permaculture includes philosophy and methodology to achieve sustainability in life & environment. Its versatility encourages both experienced farmers and amateurs to learn & practice it. Access to knowledge and information promoted in line with one of the core values of permaculture – sharing – leads to many stationary and online courses organized throughout Europe. Beginners can start their adventure with one of the courses offered locally or online; for more advanced learners there is an option of Permaculture Design Certificate, Permaculture Diploma or Permaculture Teachers training, whilst those who have no space to commit their time to attend regular classes can use hand books or join events at local community gardens or farms, among others. Mapping permaculture initiatives, organizations and habitats is both important and very useful in many ways. For permaculture amateurs, the existing and developing permaculture provide great resource for finding education centers, internship & volunteer opportunities to make the first step in practice.

Positive garden psychology for beginners

Marcelina Haremza

The objective of the project is, on the one hand, to encourage novice gardeners, and, on the other, to remind educators how difficult it is to be a novice and what problems such people face. Novice gardeners are most often people from the younger generations, living in apartments without access to a garden. Their main problem is that they are absolutely disconnected from nature, devoid of family gardening traditions and related garden skills. A significant social problem raised by the education system is perfectionism resulting in fear of failure – which is a strong mental barrier and a cause of procrastination. Besides, young people do not trust their intuition, which makes it difficult for them to find themselves in the enormous amount of information and knowledge they need to acquire to successfully cultivate a garden. It is a very overwhelming experience for them. So to help them, the result of my work are three films. The first one is intended for people who would like to start but have not yet found enough motivation to grab a spade. The second one is aimed at people who have their own garden but are a bit lost in the complexity of gardening issues. The third video, made spontaneously, is a garden meditation, which I hope is brimming with my fascination with permaculture and with the ability to observe calmly.





Learn food growing:

Community gardens

A community garden can be urban, suburban, or rural. It can grow flowers, vegetables—or community. It can be one community plot or many individual plots. Community gardens are where the residents of a community are empowered to design, build, and maintain spaces in the community.
Community gardens are gardens which are collectively run by a group of people (usually not with a professional background in gardening) and are often located in city centres using fallow areas.

They serve several key functions:

- nurture awareness of possible independence from global food markets
- radically empower local food production by citizens themselves
- provide knowledge and skill sharing space for food sustainability topics
- allow experimenting with new forms of community-building and neighbourhood solidarity.





Create your dream garden

Jana Koznarova

It used to be quite common for each school to have a school garden and an educational kitchen. These schools also included educational subjects enabling students to gain experience in practical areas such as cooking and growing. Over the last 20 years, these subjects have disappeared from teaching – and growing in the gardens vanished as well. Why is it like this? Because food is easily available, there are supermarkets, we have fast food chains, the price of feedstock is underestimated? New generations of children often no longer spend time in the garden with their parents, won't weed a flower bed together with their grandparents, or simply pick a strawberry.

Let's start renewing our relationship with soil, land, and landscape together with the little ones. Let's restore school gardens and get teachers and students out of the class to learn outside.

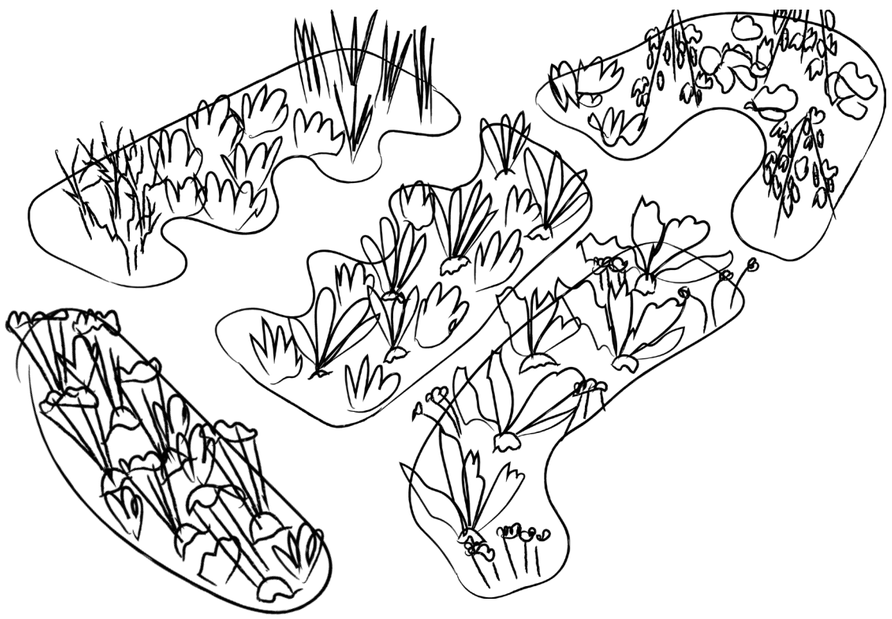
An inspiring activity guide for all school residents can help you with this. On one hand, you can learn what a closed cycle of food is and, thanks to recommended activities and questions, try out how to start it at school. On the other: there is the idea of a cutout. Here are some elements that should not be missing in the school garden. Set in the world, connected with the elements and the seasons, which allow you to plan your dream garden. Be inspired by the placement of the elements, color them, cut them out and create your own plan of the *school* garden. And, of course, not just the school one.

Collectivity, migrations and food growing educator's role

Habiba Youssef

This exhibit will, in a visual and synthetic way, share some knowledge and ideas to take into consideration by food educators as change makers in the framework of the food production system.
The educators have various missions including empowering citizens and farmers and providing them with information, tools and knowledge to be pro-active actors to create collectively a regenerative, sustainable, and fair food growing system.





Learn food growing:

Food Sovereignty

Food Sovereignty puts the aspirations and needs of those who produce, distribute and consume food at the heart of food systems and policies rather than the demands of markets and corporations. There are a few different approaches to define Food Sovereignty. Some activists and scholars call it a movement, others prefer to define it as a food system or a concept. What underlies all of these approaches is Human Rights. The most comprehensive definition that puts Human Rights at the centre of the Food Sovereignty is the one provided by the Declaration of Nyeleni developed during the first global forum on food sovereignty in Mali in 2007: "Food sovereignty is the right of peoples to healthy and culturally appropriate food produced through ecologically sound and sustainable methods, and their right to define their own food and agriculture systems. It puts the aspirations and needs of those who produce, distribute and consume food at the heart of food systems and policies rather than the demands of markets and corporations."



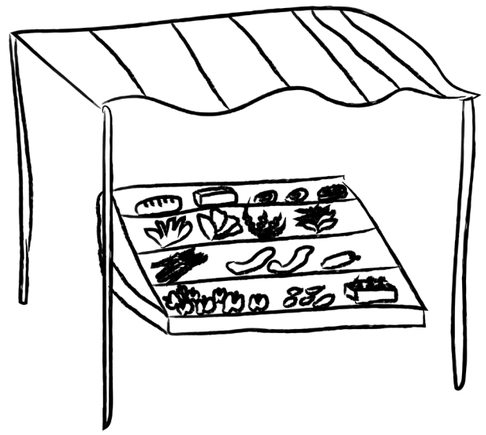
Permaculture in Commercial Agriculture via Concept 1-11: One Prerequisite and 11 Fields of Actions

Immo Fiebrig

While Permaculture was originally devised by Bill Mollison and David Holmgren for small scale subsistence farming or gardening as a part of a lifestyle and a hobby, beneficial effects of permaculture's regenerative concept are going to appeal to the mainstream once become implemented on a larger scale – in commercial farming.

The twelve seminal permaculture principles – summarised graphically by David Holmgren – are a combination of inductive and deductive guidelines. While they may be useful as precepts of an ecologic philosophy, they bear little service to a farmer producing for a market.

Immo Fiebrig, interviewed by Tomas Remiarz, presents a chart covering eleven fields of actions on the land that can be related to permaculture's ethic principle of Earth Care. These fields of actions also fall under the topic of Environmental Protection (ecology) of the Brundtland Report, inline with the UN Sustainable Development Goals. Immo's Concept 1-11 was developed following the launch of the first permaculture food label, real-Permakultur, in Germany, jointly by the organic wholesaler Lehmann natur GmbH and the Real GmbH supermarket chain in 2016.



Learn food growing:

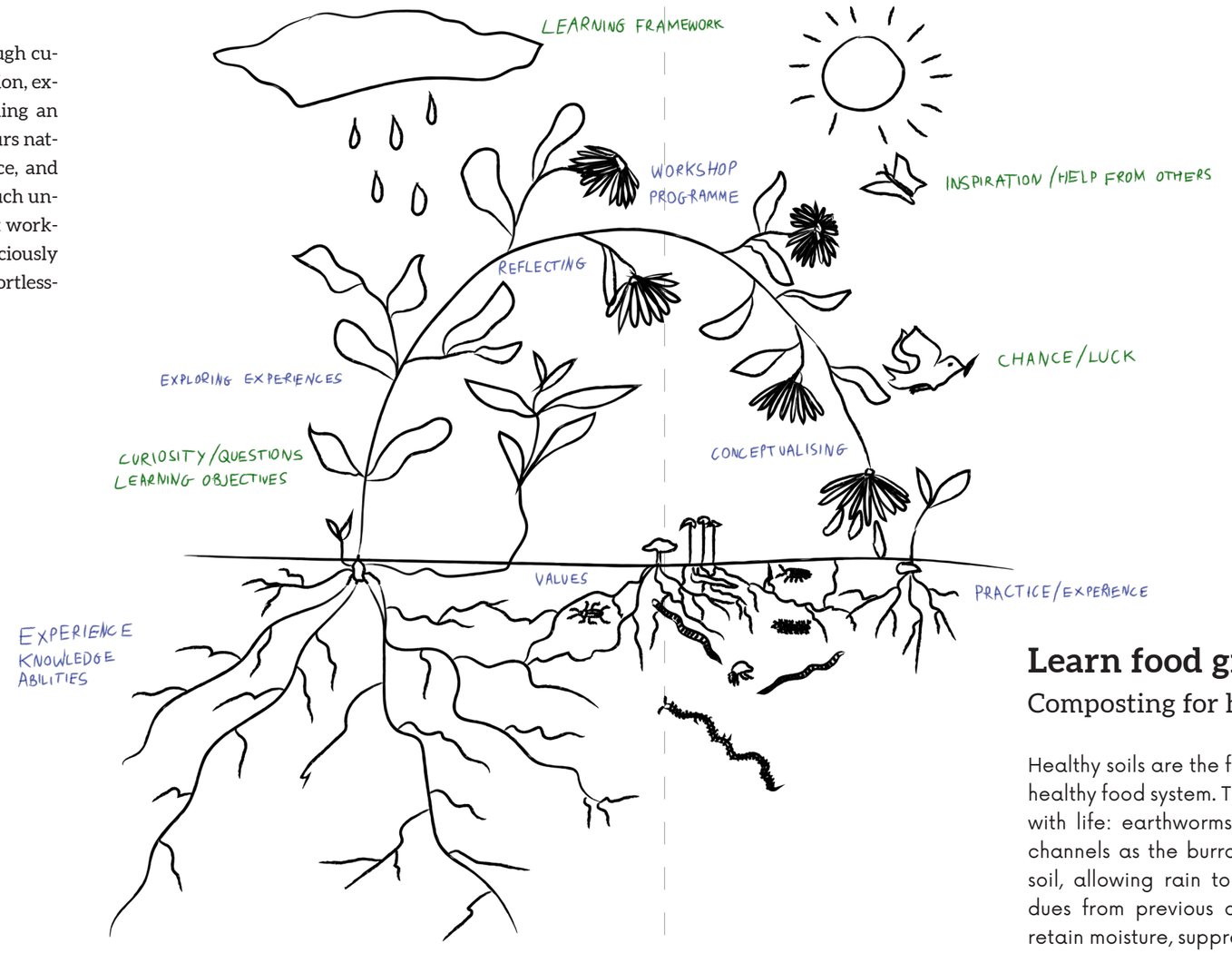
Graduate and postgraduate food system courses

Structure and functioning of today's world food system have become a subject of extensive academic research and activism. More and more European educational institutions offer graduate and post-graduate courses focused on the socio-cultural and economic aspects of food production, distribution & consumption. Universities and research centres provide analysis and recommendations on the direction, challenges and possible alternative to the current dominating system. What stands at the centre of the critical approach to this system is transformation from non-efficiency and short-sightedness to sustainability that brings back the balance between people, planet and economy.

Learning the natural way: Experiential learning cycles in joint learning on farms

Susanne Hofmann-Souki

Children show us how to learn with ease: through curiosity, trial and error – that is, through motivation, experience, reflecting the experience, and planning an improved experience. This way of learning occurs naturally without us realising that it's taking place, and most of our applicable knowledge stems from such unconscious processes. If learning processes – be it workshops, courses or gardening groups – are consciously designed in such a cyclical way, we can learn effortlessly and make our joint knowledge visible.



Learn food growing:

Composting for healthy soils and food

Healthy soils are the foundation of a healthy food system. These soils teem with life: earthworms create water channels as the burrow through the soil, allowing rain to soak in; residues from previous crops help soil retain moisture, suppress weeds, and prevent erosion and runoff; microorganisms help filter contaminates and form the glue that helps keep soil intact; and second crops planted to protect and improve soil health during the off-season deliver natural fertilizer to the soil, prevent erosion, increase biodiversity, and improve water filtration as their roots create pores in the soil. Together, all of this works to create healthier crops. In the natural world, nothing is wasted. Every fallen leaf and piece of fruit is decomposed, digested by microorganisms and fungi in the soil and converted into nutrients that new plants can use to grow – beginning the cycle again. Our modern society is quite different. When we are done eating an apple, we toss the core in a trash can and it is most likely brought to a landfill or burned in a trash incinerator. Its nutrients are not returned to the soil. It does not help more crops to grow. This is a dead-end street. There is a way we can begin to transform this system to mirror the natural world, right in the communities where we live: composting.



Small permaculture farm as a place for reconnection

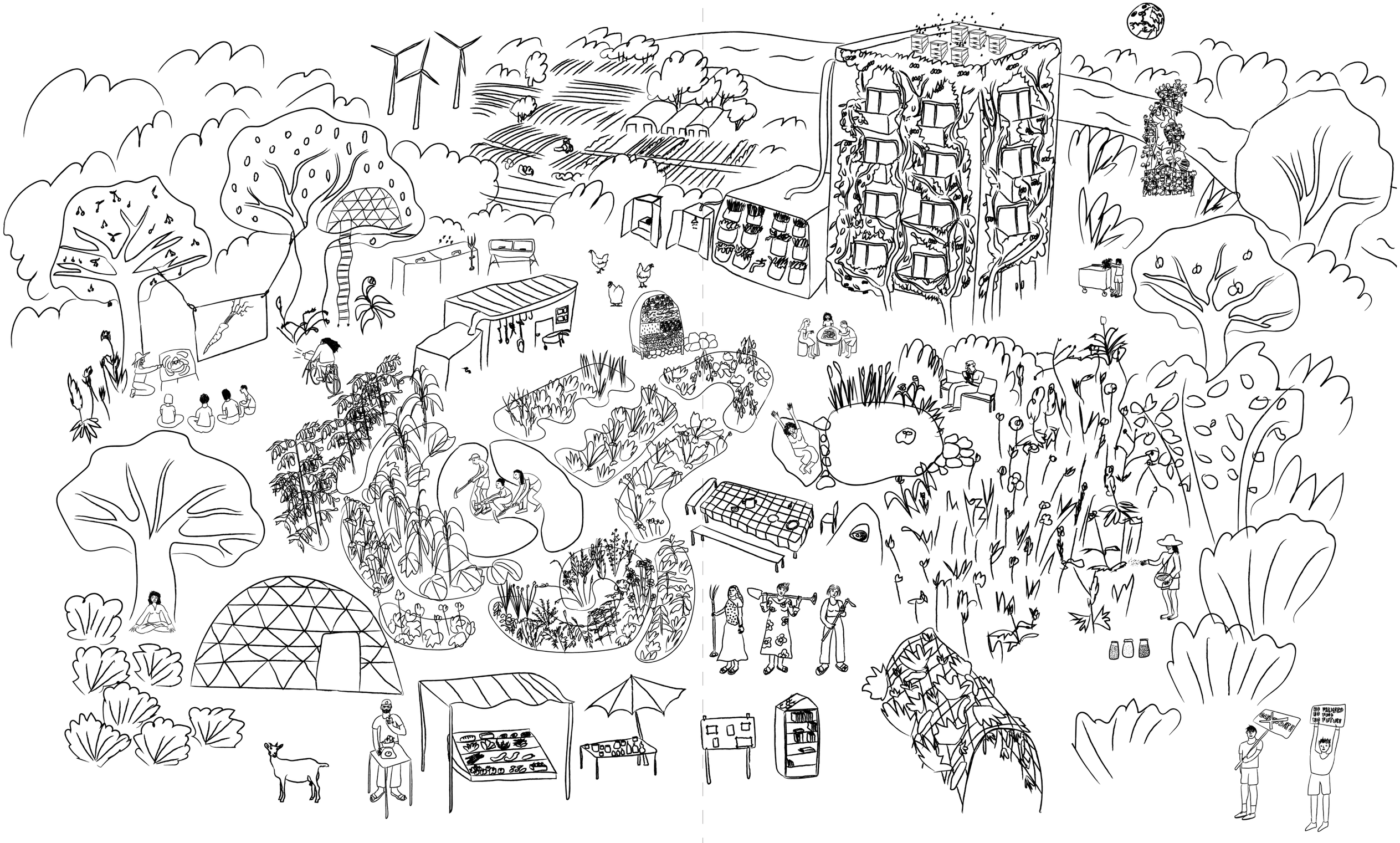
Daniel Pacek

The foundation and main aim of the project is to provide teenagers addicted to computer games a possibility of experiencing system thinking and interconnectedness.
The idea is to introduce these concepts to them through real life events. This would take a form of an organized workshop devoted to trials on gamification of the farm life.
The attendees would firstly be presented with the ideas and principles governing a permaculture farm. Then they would try to implement the newly gained knowledge to manually create a form of a board game.
The second step would be to organize a workshop on the actual farm whose model they tried to design previously, showing them the context of a real farm with the obvious links and references to what they were outlining and making manually before.

Learn food growing:

WWOOFing on organic farms

Worldwide Opportuninties on Organic Farms (WWOOF) is a volunteer-led movement bringing together people interested in organic farming (WWOOFers) and organic host farmers. The movement facilitates communication between these groups to arrange short or long-term visits to the farms around the world. During the visits the WWOOFers practice and learn new skills in organic farming while the host farmers get help in their daily activities, share their knowledge & experience as well as get access to new ideas, methods and technology. WWOOF is organised nationally and covers 130 countries on all 7 continents. Visitors choose the region they are interested in and communicate with a particular farm to plan their stay.



manifesto of interconnectedness

1. INTERCONNECTEDNESS.
Our world is a nexus of interconnections, mutual influences and interrelations. Nothing demonstrates it more than societal relationship with food. Food is the source code for the functioning of our civilisation, and food systems underpin the ongoing co-evolution of nature ecosystems and societies.

2. MODELS.
The multiple disruptions to the Holocene balance we are seeing as a a result of the 20th century growth paradigm set by global capitalism, lead us to question the fundamental meaning of food. We are battling between the model of food as an anonymous commodity, a raw material with caloric measure for global trade, versus the view of food intimately nested in our relationships with each other, connected to the land and our communities. The contrast between the two alternative models of feeding the growing world's population with limited resources of planet Earth could not be more stark.

3. SUPERMARKET.
On the one hand, we have the supermarket culture - the apex of the old world order in terms of food production and redistribution. With its seemingly unmatchable efficiency, the supermarket model has detracted a significant part of society from the need to cultivate the land in mindful stewardship. Its destructive social, cultural, economic and ecological implications remain hard to digest. Skilfully concealing the environmental costs of industrial agri-food systems, the supermarket culture renders the negative effects on soil, water, and biodiversity imperceptible. As a result, the bases of our common existence remain heavily threatened, until it may be too late to deal with their consequences.

4. EMERGENCE.
On the other hand, nearly across the whole world, new sustainable, grassroots forms of food production and redistribution are dynamically emerging. They are correlated with the nascent awareness of our place in the Earth's ecosystem. Permaculture, agroecology, urban agriculture and cooperativism, are just a few approaches, in which the interconnectedness of all beings and ecosystems is honoured. Based on ecological design principles and regenerative feedback loops, they create cultural blueprints for interconnecting anew individual and planetary health.

5. REIMAGINE.
Small visions matter. The supermarket culture has been with us for only a few decades. It can be changed as fast as it appeared in the first place. The work of weaving together our creative imaginations is one step towards finding ecologically-informed patterns of a new societal DNA that will invert the downward environmental spiral with the principles of food solidarity at the heart. We are seeing the potential of redirecting our economies and ecologies towards non-material, non-destructive paths of *growth* towards economies of wellbeing. A tiny seed becomes the tall tree given time and tending. We may not be there to see it's flourishing, but we can do the planting.

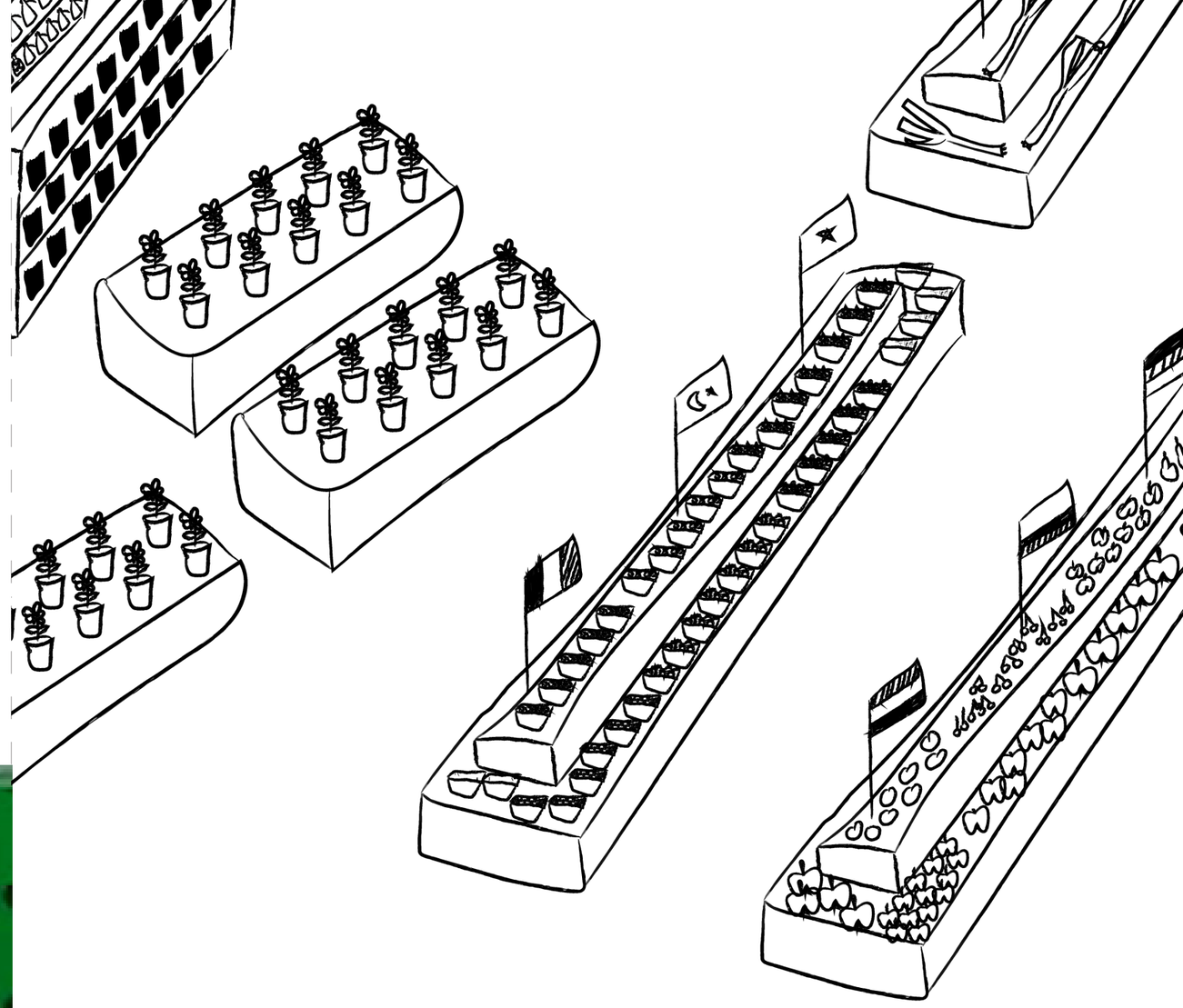
The unobvious difference

Iryna Gavrysh and Iryna Kazakova

The supermarket system falsifies the inevitability of technological ways of producing food. How can a supermarket have such an influence on the agricultural sector? *Food retailers have become influential gatekeepers of the food trade. By choosing which suppliers can sell through their stores and what types of food consumers can buy there, they increasingly influence the conditions under which the food is produce* (*Agrifood Atlas*, 2017, p. 30).

What is more, the supermarket system deprives food of spiritual and social context, at the same time miseducating young generations about the origin of food.





Sensory marketing:

Light

Grocery store lighting enhances the beauty of food and attracts the consumer's attention to well-displayed products. Appropriate lighting makes food appear savoury. 'Light can deliver an amazing customer experience. And customer experience delivers revenues for your business.' This is how Supermarket Lighting Guide begins. You probably haven't realized it but each food needs the right colour.

If you found that tomatoes you bought do not dazzle you with their bright red colouring at home or bakery doesn't look so wheat on your table, be sure it is not your kitchen's fault.

There are dozens of lights to force you to buy products: entrance light, general light, comfortable light for dry food and non-food products, accent lighting with special colours for meat, fish, bakery, cheese and fruit and vegetables, lighting for industrial or retail applications, and many other types.





Seeing them there

Asociación la Bolina

The society of consumers tends to *instill in their members a willingness to accord other people the same - and no more - respect as they are trained to feel and to show to consumer goods, the objects designed and destined for instantaneous, and possibly untroubled satisfaction, with no strings attached.*

(Zygmunt Bauman, *Consuming Life*).

Who can you see (besides yourself, in the mirror) when you are doing shopping? Whom can you meet, to whom can you talk? The supermarket culture of anonymity destroys human-to-human connection. It also destroys local markets. What is more, the apparent wealth of supermarket chains is built on the shoulders of poor, exploited farmers and migrant workers. an industrial process of LAND USE than agriculture.

All on the ground

Asociación la Bolina

The supermarket culture is destroying communities and human-friendly lifestyles and habits. What is more, it falsifies the inevitability of technological ways of producing food, miseducating younger generations about the origin of food. However, there are still places in the world where all this true knowledge is available, open, and at one's fingertips.





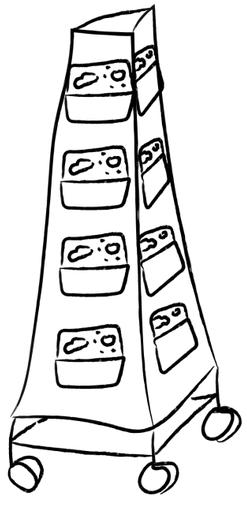
Sensory marketing:

Design

Everything in the supermarket has its aim: colours of the walls, music in the speakers, size and arrangement of aisles, even lines and patterns on the shop floor. You can say, there are two important aspects related to the design: the order and the ambient complexity. Are you wondering why your supermarket is so big? No one likes crowded stores. Especially if you are British. Scientists say if you come to a crowded supermarket, you spend less time shopping and do less impulse shopping, purchase fewer items, you are less social and more nervous.

Moreover, there are two important aspects related to the design. The first one is the order. It refers to clarity, legibility, and coherence. The second one is the ambient complexity. The ambient complexity is related to the diversity, variety, ornaments, and amount of information shown. Those two things create a feeling of a welcomeness and a bigger probability of buying. How? The complexity generates visual wealth while order organizes all these diversity making things clear and increasing the consumer's interest towards the store.

Do you notice that most stores move customers from right to left? Because of your practice of driving on the right side of the road, this flow of the items you are most likely to buy tends to be on the right hand side of the aisle. Once you start your walk through the aisles, you are conditioned to move up and down each aisle without deviating.



Postcards from the Supermarket Museum

Ryska

The supermarket supersizing and uniformed modus operandi is closely correlated with industrial ways of producing food: not only animals are being kept in inhumane conditions, but also plants suffer on monoculture plantations, and with them the soil and all the flora and fauna, which by nature knows no monoculture farming or chemical spraying. It seems to be incorrect to use the word *agriCULTURE* anymore, because we live in the times where the producers are engaged more in an industrial process of LAND USE than agriculture.



BE$T VA£UE D!SCOUNT SAL€!

Ryska

Supermarkets use many types of aggressive marketing methods, including greenwashing techniques and creating demand for products that would not be needed if they were not advertised - thus testing the limits of uselessness and unsustainability. Consumer culture has its own language that feeds on people's need to belong, boosts their self-esteem, and plays on their virtues and vices.

Consumer society thrives as long as it manages to render the non-satisfaction of its members (and so, in its own terms, their unhappiness) perpetual. The explicit method of achieving such an effect is to denigrate and devalue consumer products shortly after they have been hyped into the universe of the consumers' desires. But another way to do the same thing, and yet more effectively, stays in the semi-shade and is seldom brought out into the limelight except by perceptive investigative journalists: namely, by satisfying every need/desire/want in such a fashion that they cannot but give birth to yet new needs/desires/wants. What starts as an effort to satisfy a need must end up as a compulsion or an addiction.

(Zygmunt Bauman, *Consuming Life*)



Sensory marketing:

Smell

What we smell affects our emotions by 75%. Not necessarily to be a romantic person but smells evoke pleasurable memories, which encourage impulse purchases. Smelling freshly baked bread in a supermarket may trigger a memory of a street bakery in France – and the next thing you will do is buy a croissant. But if your local store suddenly starts smelling like melon, your grocery bills also can swell in response. What is the smell? This is how your decisions smell like. You will hardly feel a subtle scent because it's competing or getting cancelled out by the other scents already present in a grocery. Be sure the smell will be strong enough to be noticed, and to change your mind if all you want is get in and get out as fast as possible. Scent has a significant positive effect on your evaluation of a store, time spent in-store, and the sales. The stronger the smell, the better day – for managers. The simpler the smell, the greater the sales. If you feel basil and green tea aroma, your basket probably will be safe, but it if you smell a single orange aroma – be careful, please.





Sensory marketing:

Taste

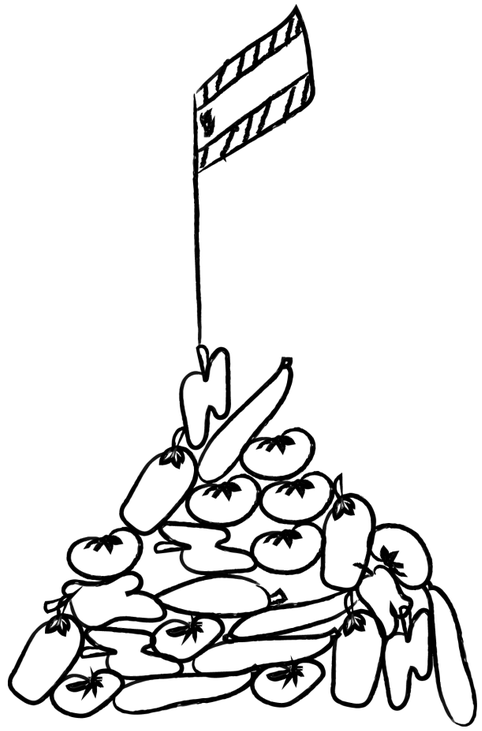
Everybody loves free food. Research has shown that 75% of people take free samples when offered. Companies also love free samples because they can massively increase sales. Do not believe any smiling person who has just given us free food! Free samples are so effective because they operate at a subconscious level and trigger our deeply embedded instinct for reciprocity. That is why you feel the need to give something back to a smiling girl or boy. Free samples also pique our appetite, a free bite of chocolate reminds you how good it tastes and encourages you to buy it. Also, sample stations and other displays slow you down while exposing you to new products. And, as you have already known: more time in the supermarkets means more purchases.



Disconnect

Asociación La Bolina

The supermarket system is violating the dignity of workers, since the producers only care about profit-making and achieving the cheapest ways of producing the food. The information about economic effects of the supermarket systems and the many lives that are harmed by it remains hidden from the consumers, and so do all of the industrial ways of producing it. The movie “Disconnects” intends to reconnect the viewers with their source of tomatoes, peppers and zucchinis. *With nearly 27,000 hectares of green-houses, located primarily in the low-altitude plains of the Campo de Dalías, and in the higher Campo de Níjar, this so-called “plastic sea” produces almost 3 million tons of vegetables per year (2009), half of which are exported* (This Garden of the Sun: A Report on Almería’s Miracle Economy by Melissa Cate Christ).



Sensory marketing:

Colour

Brick or warm exterior and cool blue interior – the most effective way to attract your attention and increase time spent and buying speed. If you suddenly feel higher blood pressure, sweating, increased heart and breathing rates, or want to kill someone, do not think it is just you. Colour is capable of creating in consumers not only physical reactions, but also emotional. Supermarkets found this as one of the preferred methods within the professional environment because of its easy implementation and small cost.

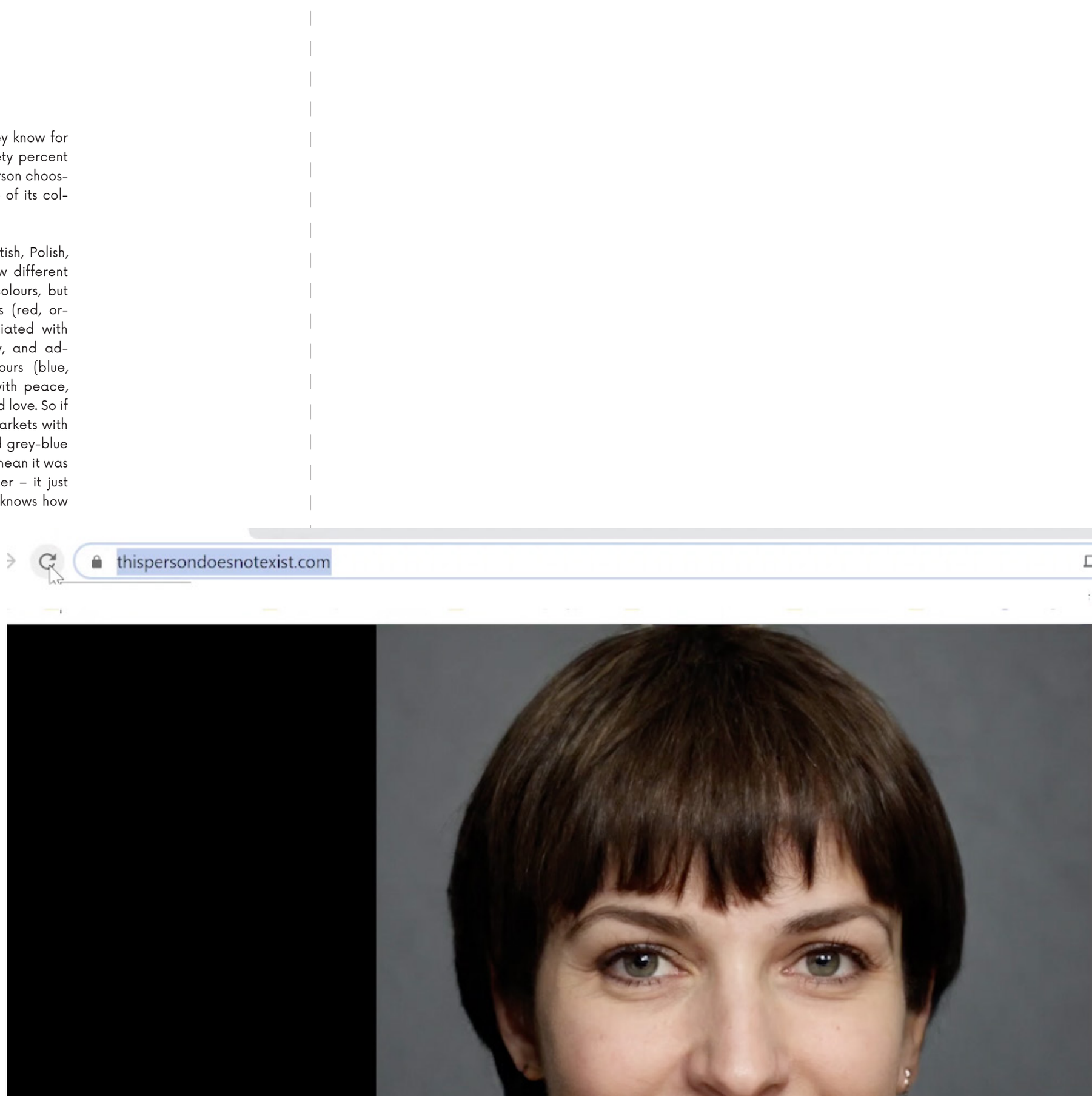
If you feel the change in the emotional state, want to have a snack, don't want to have a snack or absolutely lose the sensation of time, you can blame the supermarket's managers. Why? Because they know for sure the sixty-two to ninety percent of the time spent by a person choosing a product is because of its colour.

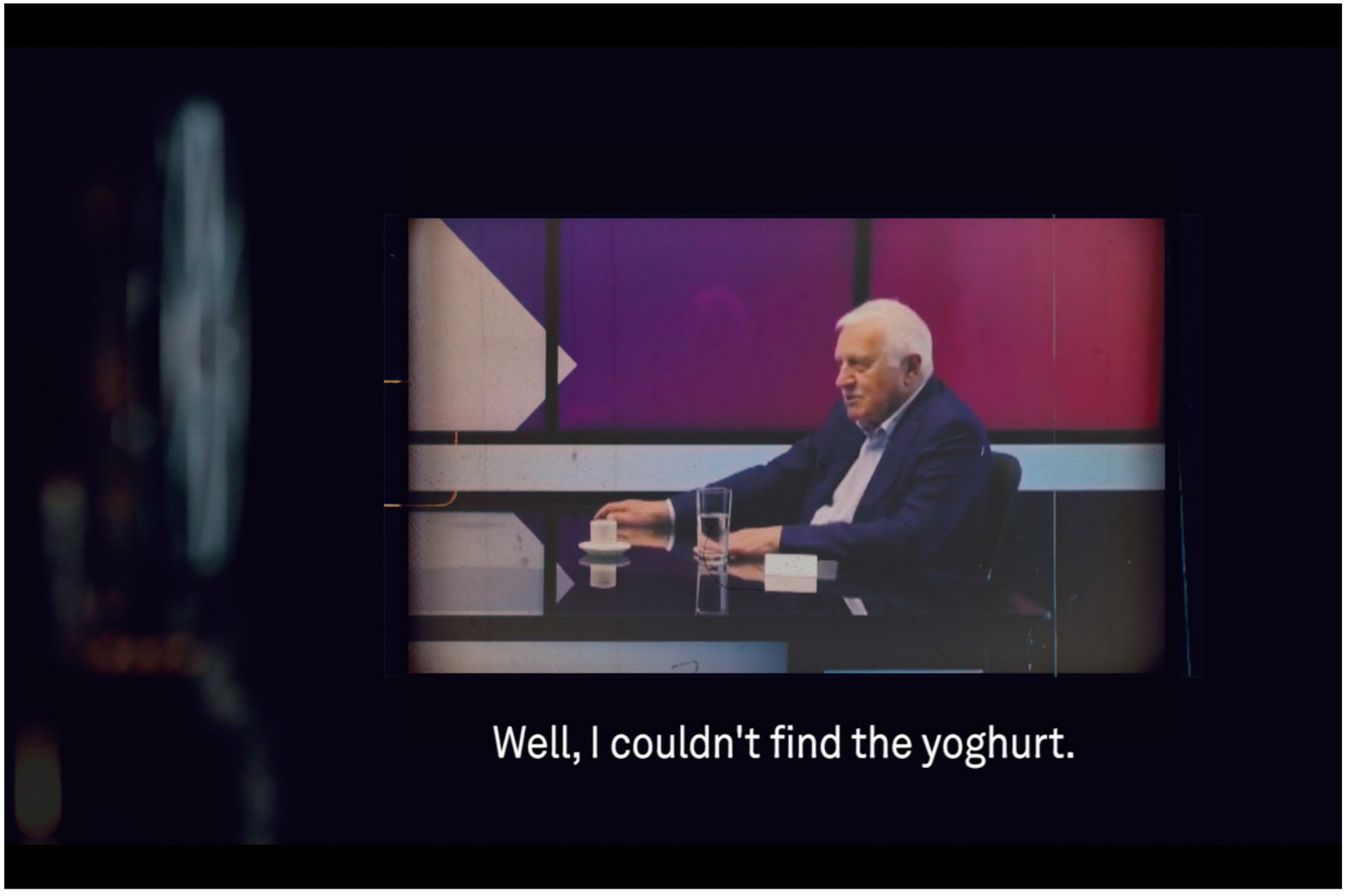
Of course, if you are British, Polish, or Spanish, you may show different reactions to the same colours, but most likely warm colours (red, orange, yellow) are associated with lively moods, vitality, joy, and adventure, while cold colours (blue, green) are associated with peace, calm, relax, happiness and love. So if you know a lot of supermarkets with red brick street walls and grey-blue paints inside, it does not mean it was built by the same designer – it just means that the designer knows how you think.

Ghostly individuality

Iryna Kazakova

The consumerist supermarket system is full of paradoxes. One of them is that most of the consumers want to be special and express their uniqueness and individuality, yet they end up buying the same products as billions of people around the world. The video uses the photos from "https://thispersondoesnotexist.com/" project. The people presented in the video have never existed. They have been created by an Artificial Intelligence (Generative Adversarial Networks).





Sensory marketing:
Little things at the till

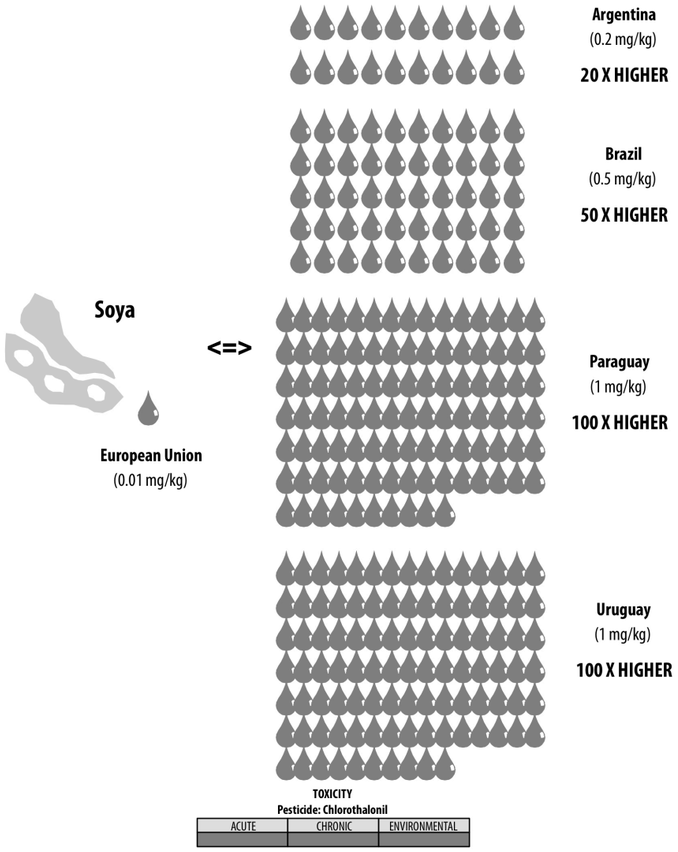
Shoppers buy 17% less junk food when supermarkets remove it from checkout areas. So, do you really want it? The last one-third of your shopping trips is the most dangerous. You are more likely to shop for impulse and indulgent items exactly during this part of the way. In the beginning, you are more concerned about restocking regular items, but then... You can always find sweet treats and magazines at the till. Supermarkets do it to encourage impulse buys. It works not only for you, but for your children as well. 83% of parents have been pestered by their children to purchase junk food at supermarket tills and 75% have given in and bought it.

The origin of the end
Ryska

Vaclav Klaus, a former President of Czech Republic can be viewed as a symbol of neoliberalism. Being one of the most prominent economists during the transformation era, he was the *face* of the economic transformation to capitalism in Czech Republic, in 1990s. What are his thoughts on supermarkets in 2021?

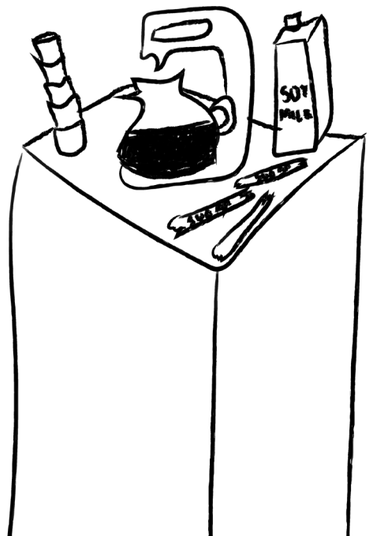
THE EUROPEAN UNION VS. ARGENTINA, BRAZIL, PARAGUAY, URUGUAY

MAXIMUM RESIDUE LIMIT - MRL / CHLOROTHALONIL (fungicide)
(mg/kg)



TOXICITY
Pesticide: Chlorothalonil

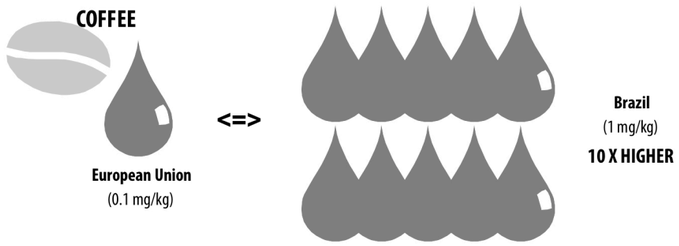
ACUTE	CHRONIC	ENVIRONMENTAL

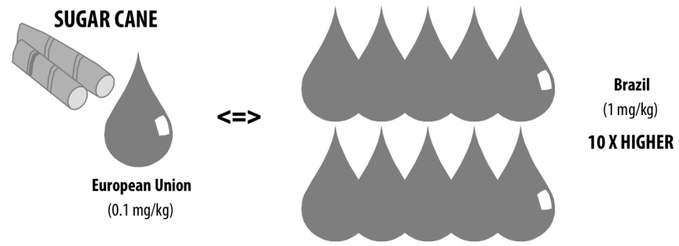


Source: European Comission |https://ec.europa.eu/; 2020
and IBAMA: http://www.ibama.gov.br/agrotoxicos/; 2020
Senasa |https://www.argentina.gob.ar/les/lmrsjulio2020xlsx; 2020
and |https://capeco.org.py/limites-maximos-de-residuos/
Organisation: Dr. Larissa Mies Bombardi
Design: Eduardo Dutenkefer,
Pablo Luiz Maia Nepomuceno, Paulo R. A. Moraes and Valdeir S. Cavalcante Gonçalves.;Nov. 2020

THE EUROPEAN UNION VS. BRAZIL

MAXIMUM RESIDUE LIMIT - MRL / GLYPHOSATE (herbicide)
(mg/kg)





TOXICITY
Pesticide: Glyphosate

ACUTE	CHRONIC	ENVIRONMENTAL

The taste of tropics

Marina Weis

Each supermarket product is interconnected with so many lives, substances, and processes, most of which remain hidden for consumers. Yet, the way the ingredients are produced is not reflected in the list of ingredients on the package. What is more, the effects on the ecosystems are also not visible in the package. People live in a twofold doublethink world, where they dedicate so much of their mental energy to ignore the shocking reports and information. For example, ignoring the fact that there are thousands of agrotoxins behind colorful attractive supermarket products takes effort, while this energy of suppression has a potential of being channeled elsewhere: *the most radical thing any of us can do at this time is to be fully present to what is happening in the world.*

(Joanna Macy, ecophilosopher)

Sensory marketing:
Sound

If you like Bach or Chopin and you hear them at your grocery, you definitely buy more and more expensive. Studies have shown that slow music makes people take their time and spend more money. Loud music makes them move through the store quickly without affecting sales. And classical music leads people to buy more expensive merchandise. What's more complicated than music? The music in the supermarkets.

There are 5 aspects that affect us: the rhythm and tempo, the familiarity effect, the type, the volume, and the commercial messages – all are likely to condition the perception. Slow music encourages you to spend more time in supermarkets, which means you buy more. If you hear classical music is playing in a wine shop, be sure you will leave more money, but not because of quantity but quality. If you hear the music you know, you will have a higher intention for shopping. Women like loud or intense music less than men, so you can't force them to buy anything this way. And of course, it matters who you are and where you are from. There is a strong relationship between musical tastes and cultural background and ethnicity.



The sacrifice: offering
Kamila Śladowska

The culture of consumerism seems to have liturgical and sacral dimensions. Many people treat going to a supermarket as their sacred ritual (as if transcendence could be consumed). This sacrum is yet somehow perversive, because later people throw away their sacred objects as if they were not important at all, which only perpetuates the global problem with waste and plastic.

AUDIO ONLY

Who am I even going to talk to?!

Asociación La Bolina

Can you have a chat with a self-service checkout?
The supermarket system is destroying communities and human-scale lifestyles and habits. It damages the social tissue of trust and the natural instinct of relating to people, rather than things. The supermarket culture has caused people to lose sense of interconnection of all of our lives and stories. However, alternatives exist. The supermarket culture can disappear as fast as it appeared.

The invisible supermarket

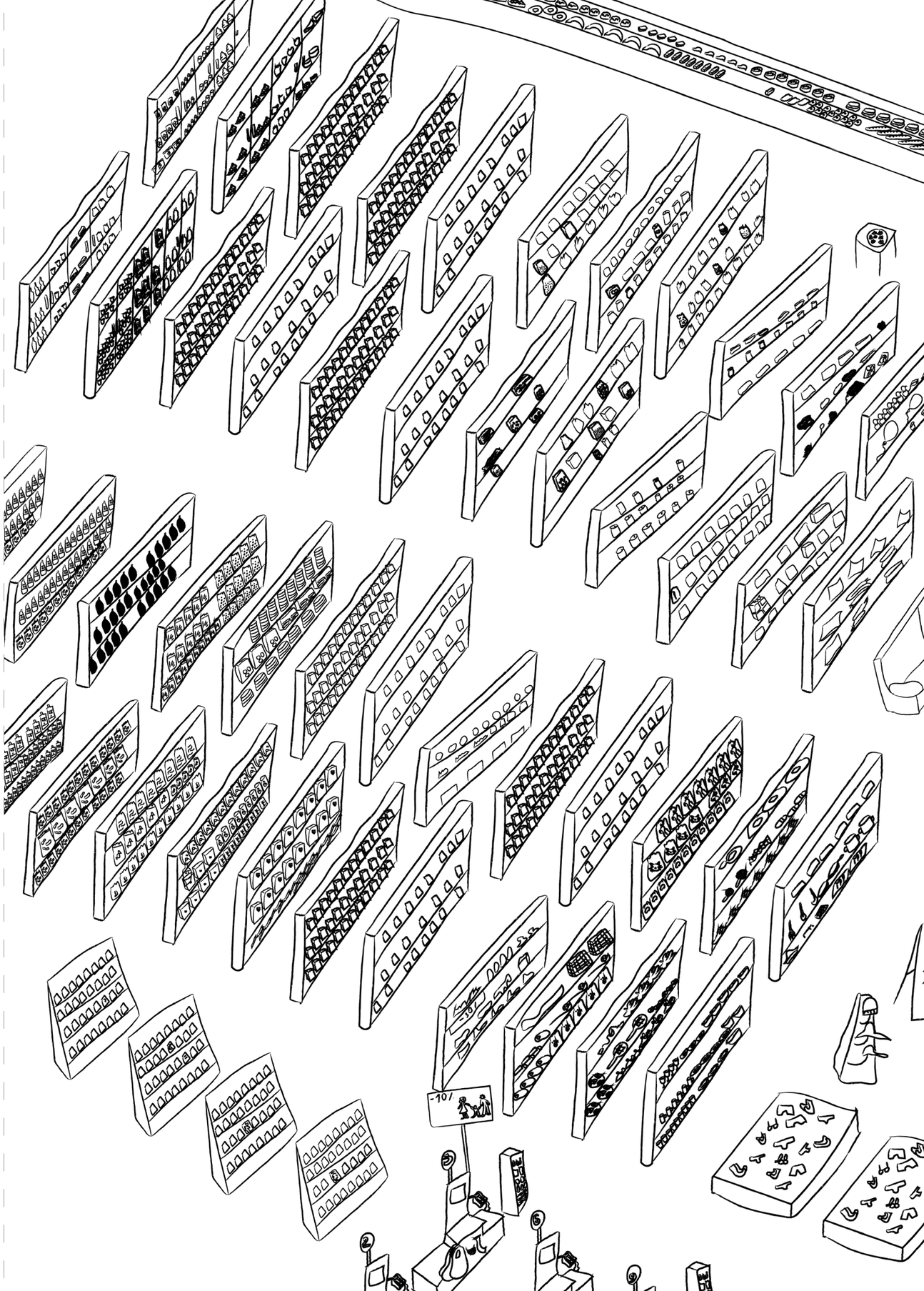
Anita Murdza

Gravitating towards uniformization and *one fit for all*, the supermarket culture does not take into consideration special needs. As opposed to local markets and face-to-face contact and community, the supermarket culture is not capable of being truly friendly towards people with disabilities. The presented soundscape has been recorded by a blind artist during her visit in a supermarket. Through the senses of hearing, smell and touch, the artists' main impressions are those of being surrounded by plastic and overloaded with products.

The taste of the past

Blanka Wasiljew

Not such a long time ago, the whole food system was completely different – and so was the taste of strawberries and apples... The habits around food, the ways of producing it, the short chains of production and distribution, food sovereignty – those were the dominating trends only a short while ago. If such a shift from a local way of producing food to the supermarket system has taken place within only few decades, it can take us few decades to create a new system once again. Alternatives have existed and will exist.







Supermarket VR

Martin Matej and Ryska

Supermarkets try to hide information about how the food they are selling has been produced. The industrial ways of producing food brings harm to whole ecosystems - they are destroying biodiversity, climate, soil, human health and the health of other beings. Fresh food, distinctive packaging design, discounts - all of this, along with smiling staff and elevator music, make for a calm and comfortable shopping experience. The huge basket invites you to fill it up, and the supermarket is so huge that you are bound to get hungry sooner or later when you visit.

Supermarket VR offers a mediated experience with contextual build-up of the way of production of a particular food item that appears to the player upon contact with the product. Yum!

Sensory marketing:

Touch

The effects of hand-feel touch cues, although largely underestimated in the past, are now increasingly acknowledged by food and beverage professionals. If you want to avoid unwanted or unnecessary purchases, keep your hands off the goods. That's the conclusion of the new studies. Do not believe any smiling person who has just given us free food! Free samples are so effective because they operate at a subconscious level and trigger our deeply embedded instinct for reciprocity. That is why you feel the need to give something back to a smiling girl or boy. Free samples also pique our appetite, a free bite of chocolate reminds you how good it tastes and encourages you to buy it. Also, sample stations and other displays slow you down while exposing you to new products. And, as you have already known: more time in the supermarkets means more purchases.



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AGRO-PERMA-LAB thanks the international collective of artists and permaculture educators and supporting organisations for making this experimental collaboration happen in the context of extraordinary circumstances of the COVID-19 pandemic.



One of all
Clemens Büntig

Looking into the rhizome-shaped stem of an acanthus... There is a connection of all seeds, individuals, ideas, ideologies with the mother plant and with the mother soil. Interestingly enough, acanthus leaves used to be the aesthetic basis of the capitals in the Corinthian (ancient Greek and Roman) order of architecture. Clemen's work has been chosen to be a logo of the Supermarket Museum project as the one that resonates the most with the idea of interconnectedness.

July 2021

SUPERMARKET PATH
Artists' manifesto

The supermarket food system and its social, cultural, economic and ecological implications are destructive in many ways. The system's underlying values of profit-making do not respect local communities and cultural and biological diversity. The supermarkets go to a great length to hide the information about the origin and way of production of what they sell. They cause a hyper version of disconnection of where the products come from. What is more, the supermarket model destroys small farms and companies, monopolizes local food systems. and does not respect workers' dignity. The long-chain industrial food production, distribution, and waste issues damage ecologies and health. What is more, the supermarket system falsifies the inevitability of technological ways of producing food and makes people fulfill their spiritual needs via consumption. The phenomena of greenwashing and sensory marketing only accelerate the problems of the supermarket culture. We know other systems, alternatives do exist. The supermarket culture has been with us only for few decades and can be changed as fast as it appeared.



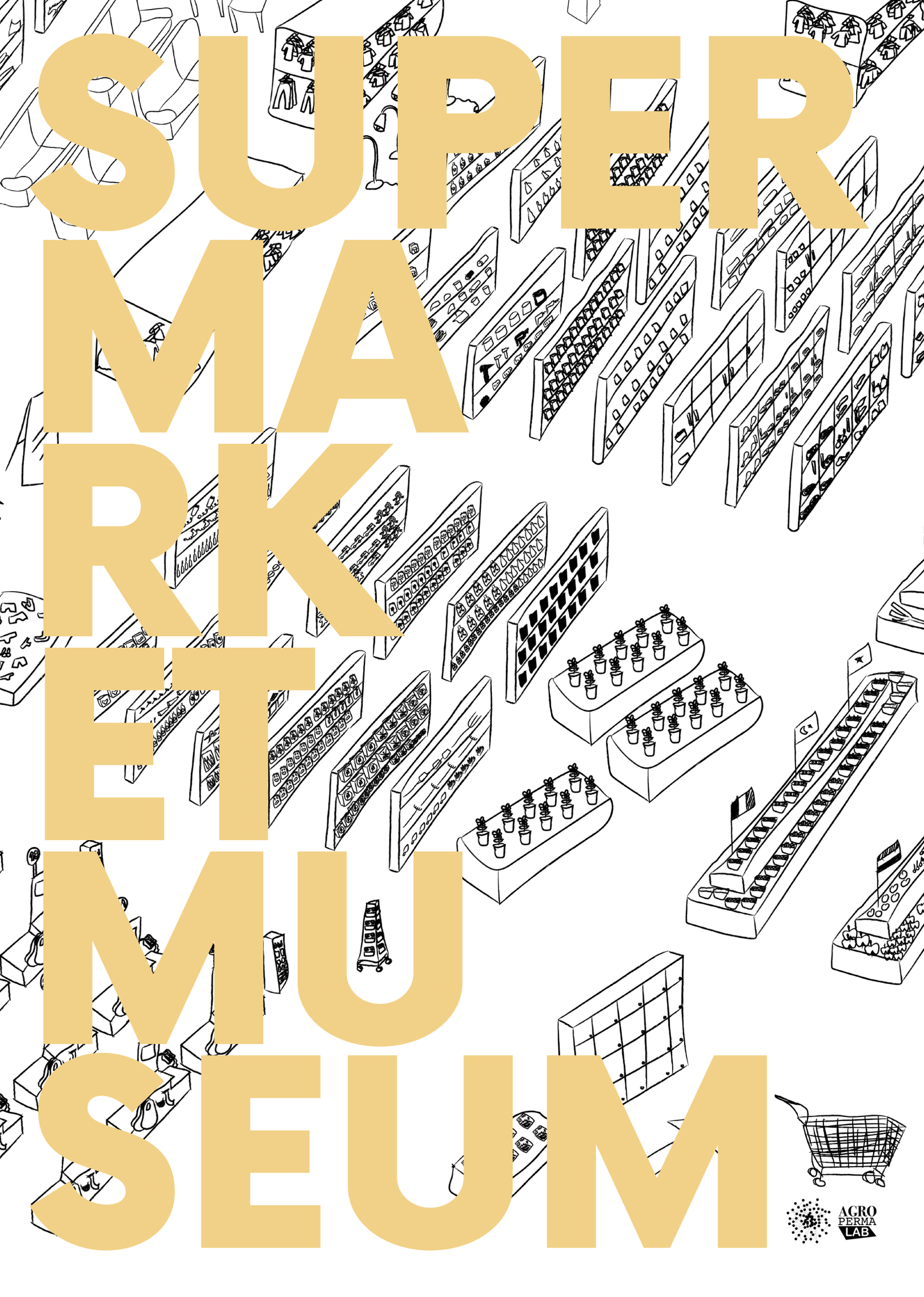
Why did we embark on the journey of creating The Supermarket Museum?

Food is one of the most important needs for every human being. The upcoming food crisis is not a fiction. Today's dominant model of industrial agriculture creates dangerously fragile societies and ecosystems. It is focused on elimination of farmers, globalisation of the countryside and its transformation into global food factories. Yet its accumulated negative effects causing the exhaustion of natural resources remain disconcertingly imperceptible to significant parts of society.

We need solutions that enable producing and enjoying healthier food, living in harmony with nature and its rhythm, and healing the planet so it can heal us in turn. The COVID-19 pandemic, mass migration, and the climate crisis are showing, like never before, that we have to look for new solutions as well as give voice to those that already exist. Worldwide, new initiatives that operate on the borders of the mainstream or in niches are pioneering the way to attune a new, more sensible and ecologically informed societal DNA to the biosphere of our planet.

The Supermarket Museum and Edible City Warsaw are the fruits of the intersecting collaboration between two entities: Biennale Warszawa and Agro-Perma-Lab Foundation. We propose two different reflections on how we can recover independency from big food industry and how we can develop and support urban agriculture and gardening, local food initiatives and existing farmers that appreciate regenerative and ecological principles. Small visions matter. The work of weaving our creative imaginations has the potential to redirect *growth* towards non-material, non-destructive and not profit-driven paths. Let's act on it now.

SUPER MARKET MUSEUM



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