



DIGITAL
FARM
COLLECTIVE
.ORG



Lifecycles - Digital Farm Collective

Could the experience of watching a radish growing from seed to harvest while shopping at your local supermarket inspire more mindful consumerism? If you knew that it takes 160 days to grow a carrot, could it shift your perspective on the next bag of carrots you purchase? Can connecting with the growth process of our food reverse and revolutionize a consumer's relationship to the produce that they buy? These questions form the foundation for Lifecycles.

Lifecycles turns art into education using digital media, visual imagery, and cultivation information in supermarkets, public spaces, and learning institutions to broaden consumers' understanding of how food grows. Short time-lapse videos inspired by founder Matthew Moore's own artwork and aesthetic, explore and reveal the life cycle of a plant from seed to harvest in a matter of seconds.

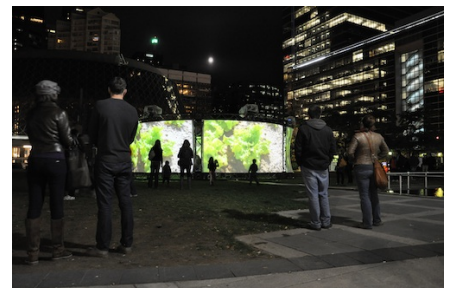
The videos combine visual imagery with recorded sounds of microscopic plant growth and original musical arrangements with agricultural information (i.e. days to harvest) to inspire new thinking about the food that we eat. The presentation of plant growth has the power to induce awe among viewers, whether on a trip to the grocery store, at school, in a gallery, or by chance in a public space. Customized multimedia tools—such as audio guides, scannable QR codes, and mobile websites—bolster viewers' experiences and provide the means through which they can continue to learn, engage, and share onsite and at home. We complement the high-tech experience with low-tech tools and interactive live educational events.

Interaction between the artwork and the audience is extremely important. Lifecycles goes beyond presenting the traditional aesthetic object and actively attempts to stimulate a transformation in viewers' attitudes and perceptions. The wonderment of watching something grow is how we inspire and inform our audiences. The viewer has the opportunity to become visually, intellectually, and physically involved in the process of farming. The project expands outside of the boundaries of the "art world" and into the public realm, ultimately extending into the home of the person who simultaneously takes on the roles of audience, consumer, and participant.



Lifecycles: Sundance, 2010

The first Lifecycles installation took place in an Albertson's Fresh Market in Park City, Utah as part of the 2010 Sundance Film Festival. It redesigned the produce section, placing LCD screens displaying the plant's entire life cycle above select vegetables.



Lifecycles: Nuit Blanche, 2012

The Lifecycles installation at Nuit Blanche used a six-screen 32-foot circular video installation to transform Pecault Square in Toronto for one night with imagery of vibrant growth cycles in the heart of an urban setting.

