



Mundo Divertido. exceeded our expectations.

The exhibition stage of the Clothes Shop took life as people modified or designed their clothing; the experience of exhibiting in Plaza Mundo Divertido was more than we had expected.

shopping mall in San Diego, California. The administration of the plaza offered us a cart placed in one of the primary entrances, as well as, the space around it.

What happened in Mundo Divertido?

**October 22 to
November 13,
2005.**

**12:00 PM – 8:00
PM**

The details

Plaza Mundo Divertido is a shopping center that attracts primarily teenagers and young adults who go to watch a movie, bowl for a while or play videogames. During the weekends families go to the restaurants and stores.

Most of the businesses that integrate this place offer brand name clothing or a variety of food. This shopping center distinguishes itself from the rest because its architecture is clean and colorful. Most of the people that come here belong to the middle or upper, middle class.

The Clothes Shop was there from October 22nd to November 13th of 2005. The work days were Wednesday, Friday, Saturday and Sunday from 12:00 to 8:00 pm, which was when the most assistants showed.

Description of the shop in Mundo Divertido. The challenge of Plaza Mundo Divertido for the Clothes Shop was integrating the project into a dynamic environment and appearance, which in comparison to the swap meet, looked like a

In each of the four sides of the wagon a different activity was planned: a design and impression of garments; the projection of a video with relative information of the project in constant repetition, seeming and modification of the clothes and a sample of a blanket with pictures, acetates and patterns of colors that were being used in the project.

In front of the wagon was a table with three benches, which we provided with the same graphics available in the silk screening sheets. A wooden panel with the same cover that isolated the area in order to create a sense of privacy and to allow people to sit down, look at the binnacles, look at the videos and appreciate the texts and images of the panels.

After the hours of operation a large part of the exhibition would be taken down and some of it would be put inside the wagon. The only thing which was left in its place was the wooden panel that allowed people to be informed about the project during of the working hours.



The clients

In the beginning, the spectators of the Clothes Shop were mistrustful and their attention was concentrated on the prices of the garments. But when they found out that the first silk screen impression was free, they were surprised. A lot of them had to talk about it amongst their friends, until one of them dared to take a garment off and have an impression made, and then the rest followed. This made the conversation about the nature of the project possible.

During the weekdays a lot of students from elementary, junior and high schools came to the Clothes Shop. They came with their uniforms and their backpacks. They would just walk around the shopping center because they generally only had money for school. So they silk screened their notebooks, sweatshirts, backpacks and even their shoes and there were also some who did it on their uniform's sweater or shirt although it would cost them in their schools.

The kid's clothing changed on the weekends because they would go there with their friends or their dates. Some of them would be wearing brand name clothing, others would have second hand clothing either way they were dressed for the occasion. None the less, the teens were the ones that played the most with the possibility of printing and designing their clothes, to the degree of using the graphics as if they were medals, putting them in uncommon places, creating designs that we would have never imagined.

The parking at Plaza Mundo Divertido was saturated on the weekends because of the parents who took out their children and families. Most of the adults found it hard to go near the Clothes Shop; this sometimes counterbalanced the enthusiasm of their children towards the project who were touching the equipment and moving between the silk screener and the garments. Obviously, what drew more attention was the clothing being designed in front of everyone's eyes, there was something magical about how the screens, the colors, and the squid.



When designing their clothing, the adults gave more importance on the colors of the shirts, as well as the symbols; they cared about the position of the graphics, making sure they were placed where people usually find a brand's signature. The women participated more frequently, on occasion they would even bring bags with clothes to design, while the fathers bought their children a t-shirt.

One of the most popular graphics between the teens was the "1055" design in orange. Everyone would give each design a different meaning, for example; a guy came in looking for something that could or would symbolize truckers, he found it in the blue "horizontal wheels", or the boyscout who came with his mom four times to make sure he had all the designs on his jacket, not to mention the people who worked in the complex who used the images to create their own uniforms or modify their work clothing.

In Plaza Mundo Divertido the Clothes Shop amplified their product line, as a result of working long hours and having the space to expand. For example, when nobody was in the shop we had enough time to print shirts or Koty had more space to create or modify garments.

And that's how we intervened with the "Dickies" brand shirts, modified shirts, scarves, coin cases and a wider variety of purses shirts and pants than the ones we already had, which were designed in the workshops. Here the prices of the garments were higher, but even then, they were still lower than the prices in the stores at the mall. On three occasions we ran out of garments.

On the weekends, groups of 20, 30 or more people gathered around the Clothes Shop. There were some that left their garments while they went out to eat or watch a movie and picked them up two or three hours later. Others would visit the shop for the second or third time, but this time with company, assuming the roll of tour guides while they presented the shop to their guests.

The Clothes Shop at Plaza Mundo Divertido exceeded our expectations, because before it's time came to an end, it stopped being bulbo's project and began to run in the hands of all the assistants. There came a point where we (bulbo collective) were only offering the tools for everyone to be creative and design or modify their clothes.

