

A MAIOR

Av. Tenente Coronel Silva Simões 144-46
3515-150 Viseu, Portugal
amaiorviseu.tumblr.com

Marte Eknæs
Anti-Slip for A Maior A,B and C

12.09.2020 – 10.01.2021

The artist was not present to place the work. Instead she sought advice from the staff of A Maior for where to install the three works. They were shown the designs, given a brief introduction and encouraged to choose placements based on their experience of working in the shop.

A was placed by the entrance, which is also the shop's exit. During heavy rainy days, the floor gets easily soaked with people walking in and out with their wet shoes and dripping umbrellas.

B was placed in the corridor between the two rows of shelving. The off-shoot points towards the aisle where the rolls of anti-slip tape can be found. It works a bit like a floor marker that will lead customers to that place.

C was placed in front of one particular brand of floor cleaner products. These bottles have very weak lids. The customers tend to grab the bottles from the top, so they usually slip and tip over, spilling the liquid and making a mess.

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Image Captions

1-4 *Anti-Slip for A Maior A, 2020*

5-9 *Anti-Slip for A Maior B, 2020*

10-13 *Anti-Slip for A Maior C, 2020*