

boingboing

Imaginary orange gift-shop for the Golden Gate Bridge

By Cory Doctorow
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As part of the celebration for the 75th birthday of the Golden Gate Bridge, a group of artists led by Stephanie Syjuco have set up an imaginary gift shop for the Bridge, filled with tchotchkes in the bridge's iconic rusty orange (it's a custom color that is generally mixed in 500-gallon batches). The tchotchkes aren't for sale or anything -- they're just there as a kind of installation in celebration of that wonderful orange. Rachel Swaby covered the installation's opening for *Wired*:

It's a souvenir store with a twist. "What is the most disconcerting is that there are no images on things," says Syjuco. Apart from that iconic orange marking each and every object, there is no branding to speak off."

The range of products on display is also slightly absurd: Pencils, keychains, and earrings sit atop a table. An Eames chair is perched on a stand to the left. Lined up on shelves against the back wall are mugs, pillows, plate sets, and bottles of unidentified red sauce. "I tried to overdo it," says Syjuco. "There's wine, deodorant, car air fresheners — it gets crazy."