

Zhou Documents

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Project Proposal - SoapHand

Qiang LI 李强

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Li Qiang

February 1995

"Soap Hand" Art Programme

Materials : Soap (unprocessed)

: Individually wrapped "soap hands" in cartons of 24 "soap hands"
(paper and plastic)

: "Soap hand" display case and TV—set

: Partners (a soap hand copy of the partners' hand)

: A 5 to 10 minute video of the partners

Locations : National Art Gallery, Art galleries, shops, hotels, Bath houses,
and anywhere the work can be marketed

Plan of Action:

1. Publish advertisements for partners (newspapers, broadcasts, television, and personal mail)
2. Sign a contract with partners, cast a metal mould of partners hand, mechanised manufacture of hands. The quantity to be decided in consultation with the partners
3. Sign a contract for the "soap hands" with the manufacturers for production and product quality. The finished product must adhere to National standards of quality (see report analysing soap products)
4. Design for individually wrapped "soap hands" in cartons of 24 "soap hands". Sign a contract for the product and product quality with manufacturers
5. Apply for a patent
6. Fix a price according to the manufacturers normal procedures and trade regulations
7. Design the kiosk and sign a contract with the manufacturer for the product and product quality
8. when marketing "Soap Hands" in order for others to better understand the partners a 5 to 10 minute video of the partners will be filmed
9. Decide where the work will be installed and sign a contract. Manufacture and put together the kiosk and "Soap hands"

李强

1995. 2

《香皂手》艺术方案

作者材料:香皂(未加工成品皂粒)

“香皂手”每只包装合和二十四只“香皂手”包装箱(纸、塑料)

“香皂手”销售货架及电视机

聘请合作者(根据合作者翻制香皂手)

拍摄反映合作者五至十分钟录像片

作品实施地点:美术馆、画廊、商场、宾馆、饭店、浴池及任何可以销售地点

方案实施步骤:

- 一、刊登聘请合作广告(报刊、广播、电视、自行邮寄)
- 二、与合作者签定合同,根据作者“手”翻制钢模钢模精确完好,适合机械化批量生产,生产数量双方商定。
- 三、联系“香皂手”生产厂签定生产及产品质量合同,成品质量按国家标准(见香皂生产分析报告)
- 四、设计“香皂手”每只包装合和二十四只“香皂手”包装箱、商标。联系生产厂,签定生产及产品质量合同。
- 五、申请产品专利
- 六、定价:根据生产厂通常方法和商业规则
- 七、设计销售货架,联系生产厂签定生产及产品质量合同。
- 八、销售“香皂手”时,为让他人更好的了解合作者,拍摄五至十分钟反映合作者的录像片。
- 九、联系作品实施地点,签定合同,用设计制作的统一货架销售“香皂手”。