

## HOW TO MAKE IT INDIVIDUAL or 20 Ways To Wear A Necklace

*It is obvious that both, the European and the Chinese culture have to deal with themes such as conformity and individuality in the context of contemporary mass- and consumer culture. Western European cultural critics traditional emphasized the negative aspects of consumerism, like antisocial effects and a negative psychological impact. Contemporary cultural sciences look at this from a more differentiated aspect. In this regard the topic of symbolic appropriation is a very interesting process: in the act of symbolic appropriation such as marking by naming (or for instant removing the price tag) and combine mass-produced goods and clothes in an own way, one can transform an impersonal commodity into something very personal.*

*In this specific case we particularly want to focus the creative way of appropriation through the example of jewellery. To explore this more closely a field test should be helping us.*

### Procedure:

About 10 Persons were asked to transform a mass-produced necklace into an individual jewellery piece with a few simple steps.

The rules are:

1. Create two different ways to wear the necklace (for example: as a brooch, bracelet, headpiece, necklace, combined with clothes, etc.).
2. The necklace must not to be destroyed or changed permanent.
3. After finishing, each participant have to test the piece by wearing and then to document with a selfie.
4. After that the necklace has to be given to the next participant.

In the end, the fotos will be contrasted with the original necklace in an installation.