



Supper Snapshots

CAPTURING 2 CUISINES

EXHIBITION PROPOSAL



<http://suppersnapshots.blogspot.com>

PROPOSAL : PHOTO EXHIBITION AND BOOK LAUNCH

Supper Snapshots: Capturing 2 Cuisines

by Maarten Wesselius and Oxalis Atindriyaratri



Supper Snapshots : Capturing 2 Cuisines

"Tell me what you eat, and I will tell you what you are."

This famous quote from gastronome Brillat-Savarin articulates the close connection between food and identity. The food we've had during our lifespan shapes us, attaches us to a particular culture. It shows us our background, our personal preferences, our lifestyle. We are what we eat.

We are two people from completely different backgrounds: Oxalis from Indonesia and Maarten from the Netherlands. When we met, it was also an encounter between two cuisines.

In our project "**Supper Snapshots**", we both took a photo of our food every day and posted them on our blog. Our photos tended to be rather documentation-like in the beginning, but as time went on we explored more photographic possibilities. Many of our photos involved the staging of food products in unusual contexts, forcing the viewer to consider certain conceptual connections. Many of them also omit any sense of environment or surroundings, giving rise to the sense of a hidden food universe or an imagined food world. This free approach gives an evident playful and improvised allure to the works.

After two years (2009 - 2011) and 1468 photos, we found that we had expressed our identity not only through our food, but also through our photographic approaches. Our project provided us with the opportunity to explore both the fields of gastronomy and photography.

In this exhibition we would like to show a set of photographs that we think reflects our cultural and personal identity. The set provides an outlook on our two cuisines and our photographic points of view, filtered through our personal preferences. Like we did on our photoblog, we display our photos side-by-side, but we brought each of these Dutch-Indonesian pairs under certain themes. Paired like this, the photo collection gives the viewer an impression of the commonalities and differences between both countries' culinary landscapes, while at the same time allowing for an exploration of their dazzling variety.

These images remind us of how food is so much more than nutrition; it is culture, identity, personality.

We are what we eat... We are also what we photograph.



team

programme advisor
name

programme director
name

visual director
name

graphic designer
name

sponsorship
name

publication
name

documentation
name (photo)
name (video)



events

title

Supper Snapshots:
Capturing 2 Cuisines

type

Photography Exhibition
and Book Launch

curator

name

editor

name

location

location 1
location 2
location 3

time

24 August 2012 - 27 September 2012

promotion

1,000 print invitations
300 posters
500 books
3 banners
5,000 digital invitations
media advertisements

total visitors

1,480 persons

target age group

all ages

target audience

culinary enthusiasts
photographers
photography hobbyists
students
general public

{ location 1 }

venue

venue 1
address
city, post code

time

xx month xxxx - xx month 20xx

capacity

250 visitors per day

average visitors*

50 persons per day

total visitors

approx. 600 persons

exhibition opening

Friday, xx month 20xx

opened by

position
name

position
name

with performances by

band 1
band 2

talkshow

Tuesday, xx month 20xx

speakers

name 1
name 2

*does not include attendants during the opening exhibition and talk show

{ location 2 }

venue

venue 2
address
city, post code

time

xx month 20xx - xx month 20xx

capacity

200 visitors per day

average visitors *

30 persons per day

total visitors

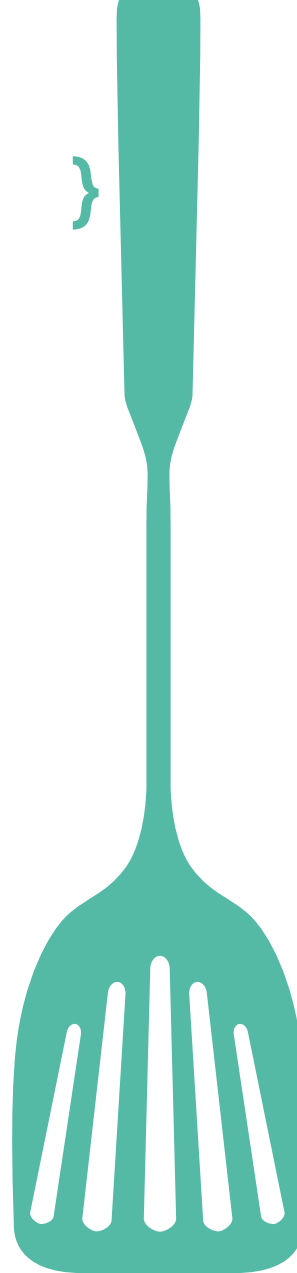
approx. 380 persons

exhibition opening & talk show

Friday, xx month 20xx

speaker

name of speaker



{ location 3 }

venue

venue 2
address
city, post code

time

xx month 20xx - xx month 20xx

capacity

200 visitors per day

average visitors*

50 persons per day

total visitors

approx. 500 persons

exhibition opening & talk show

Friday, xx month 20xx

speaker

name of speaker

*does not include attendants during the opening exhibition and talk show

{ basic cost }



budget

no.	type	number	unit	price (Rp)	total
1	Photo Printing Service	50	pieces		number x price
2	Foam Board	50	pieces		number x price
3	Partition	50	pieces		number x price
4	Book Printing	500	exemplars		number x price
5	Publication Banner	3	pieces, including:		number x price
			- Hanging Banner		number x price
			- Giant Banner		number x price
			- Backdrop		number x price
6	Poster	300	pieces		number x price
7	Invitation	1000	pieces		number x price
8	Press Kit	50	sets		number x price
9	Transportation	1			number x price
10	Proposal Printing	50	sets		number x price
Honorarium for Team Members					
11	Curator	1	person		number x price
12	Editor	1	person		number x price
13	Graphic Designer	1	person		number x price
14	Promotion	1	person		number x price
15	Sponsorship	2	persons		number x price
16	Pre-Exhibition Documentation	1	person (photo & video)		number x price
TOTAL BASIC COST					total

budget



{ location 1 }

no	type	amount	unit	price	total
1	Exhibition Space Rental	6	days		
2	Operational Cost	incl. transportation, equipment			
3	Public Service Cost	security, cleaning service			
4	Exhibition Display Assistant	1	person		
5	Exhibition Receptionist (6 days)	2	persons		
Opening Event					
6	Building Sound System	1	set		
7	Catering	200	persons		
8	MC	1	person		
9	Performer	2	bands/groups		
10	Photo Documentation	1	person		
11	Video Documentation	1	person		
Discussion Event					
12	Building Sound System	1	set		
13	Catering	100	persons		
14	Moderator	1	person		
15	Speaker	2	persons		
16	Photo Documentation	1	person		
17	Video Documentation	1	person		
TOTAL COST { LOCATION 1 }					total

budget



{ location 2 }

no	type	amount	unit	price	total
1	Flight Return Tickets	2	persons		
2	Accommodation (2 Nights)	1	rooms		
3	Packing				
4	Operational Cost				
5	Exhibition Space Rental	6	days		
6	Exhibition Receptionist (7 Days)	1	person		
7	Catering	200	persons		
8	Speaker	1	person		
9	Performer	1	band/group		
10	Photo Documentation	1	person		
11	Video Documentation	1	person		
TOTAL COST { LOCATION 2 }					total

budget



{ total }

Basic Cost	
Location 1	
Location 2	
TOTAL COST	



sponsorship

{ single }

Rp. (total cost)



company/organisation
is allowed to have
a booth table
to promote its product(s).

logo is mentioned on:

- photo captions
- 1,000 printed invitations
- 300 posters
- 3 publication banners
- 500 photo books
- 5,000 digital invitations
- supper snapshots website

**company/organisation
name is mentioned in:**

- radio advertisements
- exhibition openings
- talk shows

{ main }

Rp.(total/2)



product sampling

logo is mentioned on:

- 1,000 printed invitations
- 300 posters
- 3 publication banners
- 500 photo books
- 5,000 digital invitations
- supper snapshots website

**company/organisation
name is mentioned in:**

- radio advertisements
- exhibition openings
- talk shows

{ supporting }

Rp. (total/4)



-

logo is mentioned on:

- 300 posters
- 3 publication banners
- 500 photo books
- 5,000 digital invitations

**company/organisation
name is mentioned in:**

- exhibition opening
- talk shows



media partnership

BENEFITS:

product sampling

logo is mentioned on:

- 300 posters
- 3 publication banners
- 500 photo books
- 5,000 digital invitations

company/organisation name is mentioned in:

- radio advertisements
- exhibition openings
- talk shows

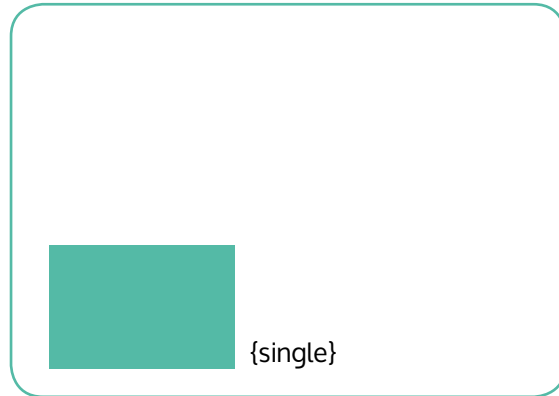
Media partners will give advertisement space for the exhibition, and cover the exhibition with the following details:

no	type	advertisement	coverage	additional
1	Daily	6 column inches @ 10x8.5 cm, b/w. D-7, D-2, D-1, D+13, D+18, D+19	4x coverage (opening in three cities & talk show in Jakarta)	- subscription vouchers - free newspapers - souvenir/merchandise - cash assistance
2	Weekly & Monthly	3x half page D-7, D+7, D+19	4x coverage (opening in three cities & talk show in Jakarta)	- subscription vouchers - free newspapers - souvenir/merchandise - cash assistance
3	Radio	12x Prime time 12x Regular time D-3 to D+20	4x coverage (opening in three cities & talk show in Jakarta)	- souvenir/merchandise - cash assistance
4	Television	6x Prime time D-3 to D-day (twice per day)	2x coverage (opening & talk show)	- souvenir/merchandise - cash assistance
5	Website	Featured post D-7 to D+20	4x coverage (opening in three cities & talk show in Jakarta)	- souvenir/merchandise - cash assistance

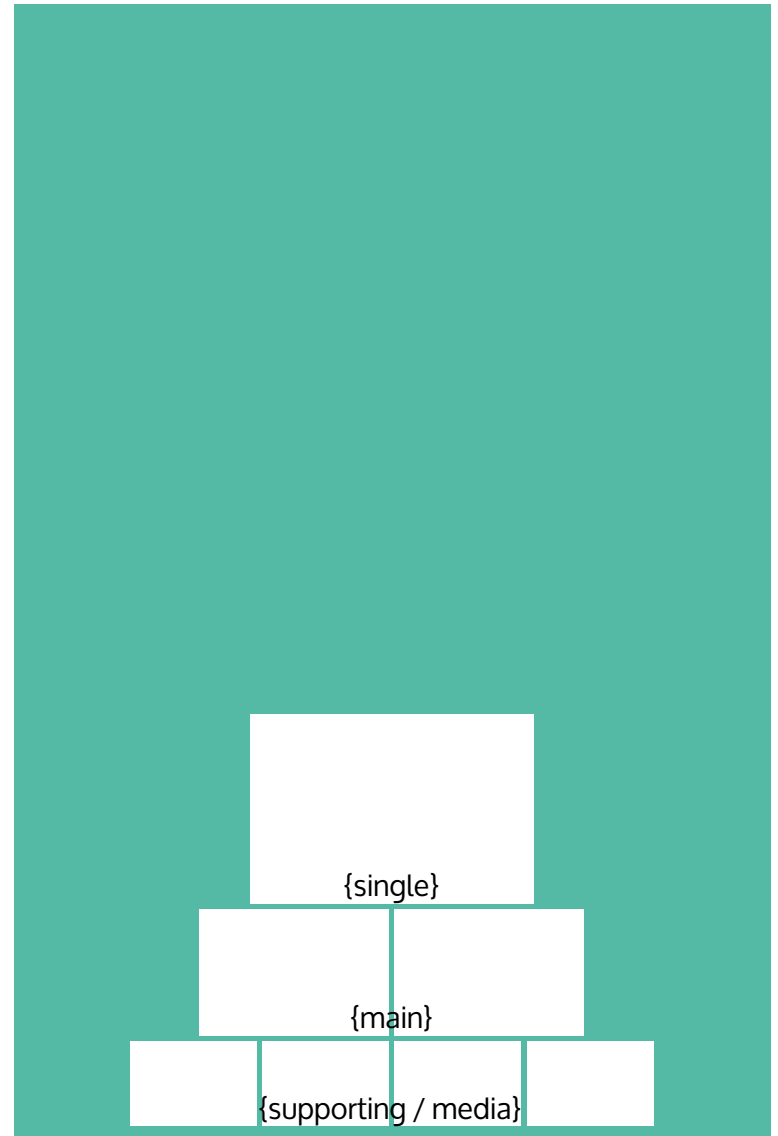


promotion space

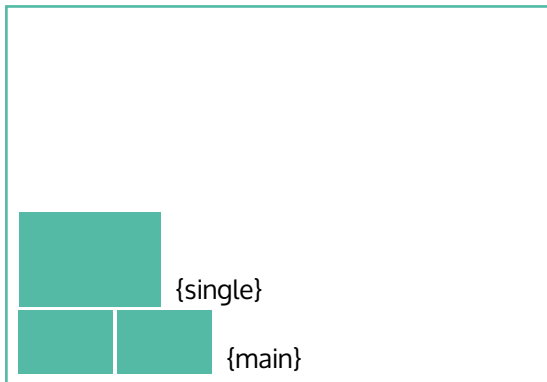
photo caption (10.5x14.8cm)



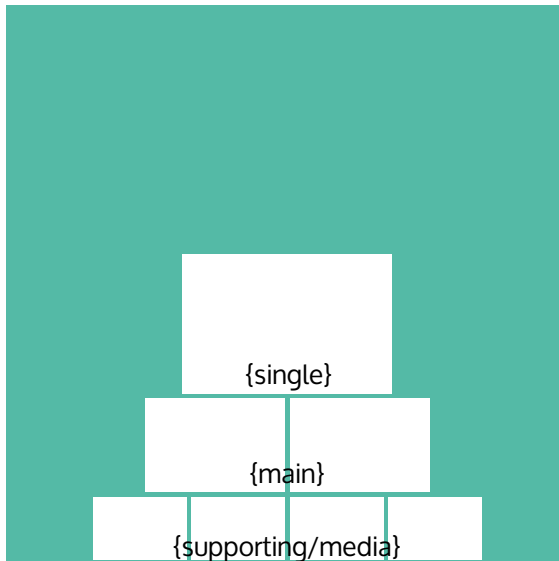
poster (60x90cm)



printed invitation, back (18x12.5cm)



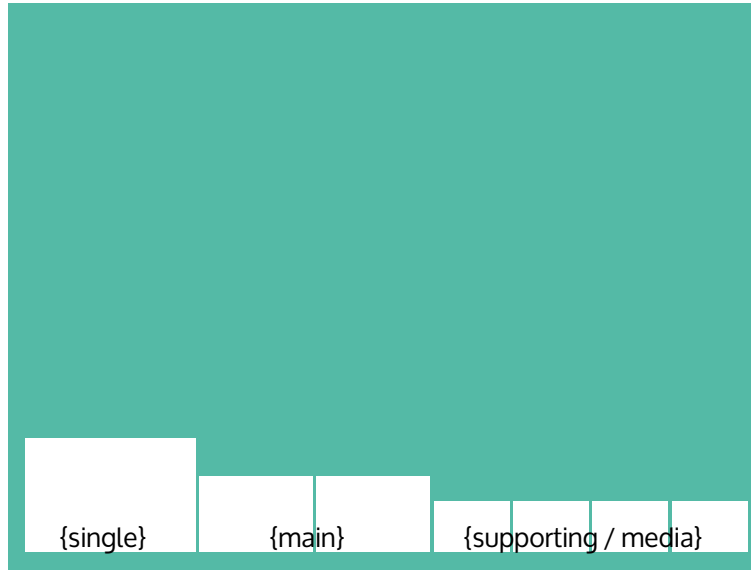
book, back cover (18.5x18.5cm)



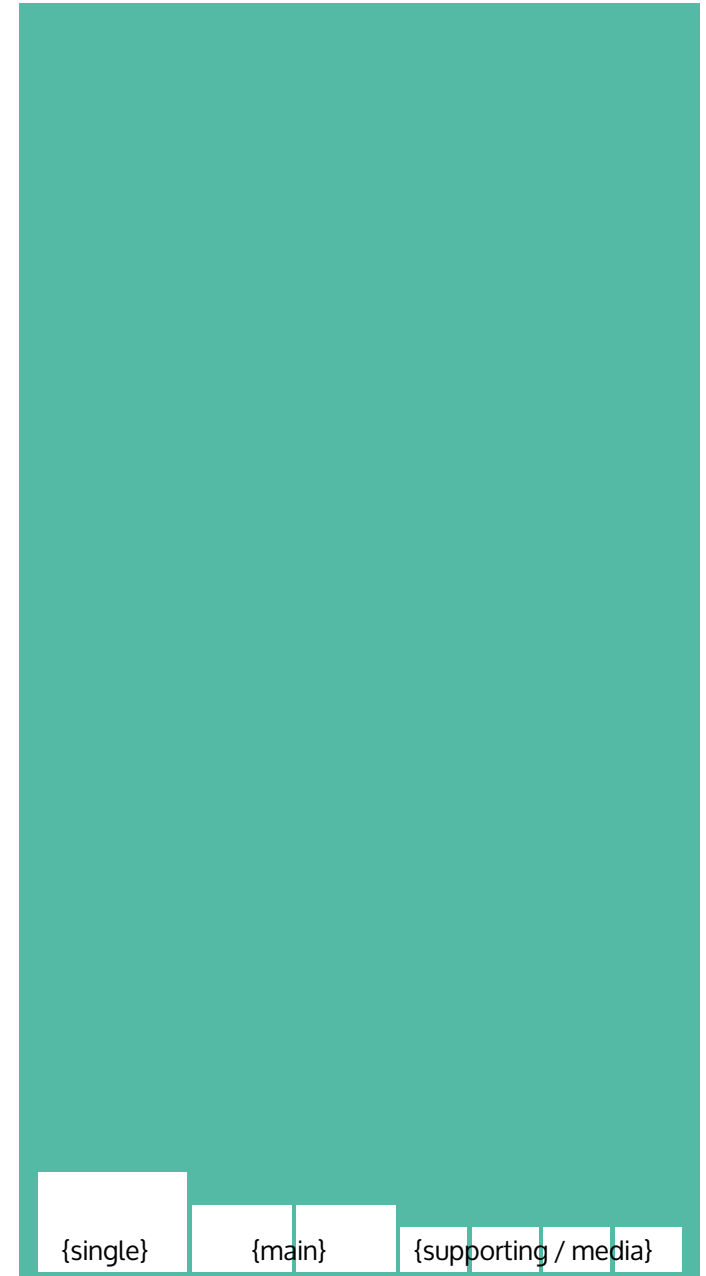
promotion space



giant banner (400x300cm)



banner (90x600cm)



website





previous exhibitions

Our first exhibition was held at Common Room, Bandung, which ran from 17 to 31 March 2012.

We displayed a total of 44 photos (22 pairs) from our collection, curated by Gustaff H. Iskandar, the co-founder of Common Room Networks Foundation.

The exhibition was featured in the Arts section of Koran Tempo on 22 March 2012 and Indonesia Kreatif on 23 March 2012.

{ common room }

Jl. Kyai Gede Utama no. 8, Bandung

17 - 31 March 2012



previous exhibitions

{ TEDxITT }

IT Telkom Bandung
20 May 2012



On 20 May 2012, Oxalis was invited as a speaker at TEDxITT, an independently organised TED event at Telkom Institute of Technology, Bandung.

She shared her and Maarten's experience in running the two-year Supper Snapshots project.

A small exhibition was also held on the sidelines of the event.



publications

{ indonesia kreatif }

23 March 2012





our works

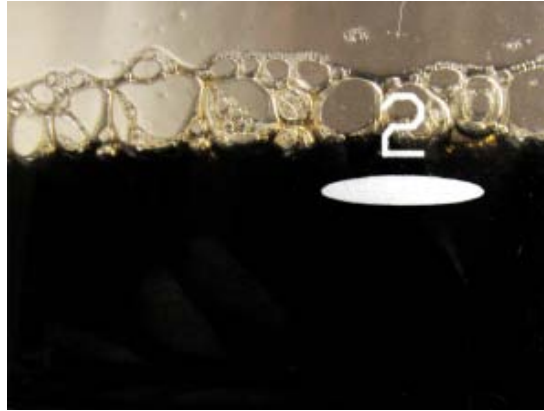
▼ maarten



oxalis ▼



▼ maarten



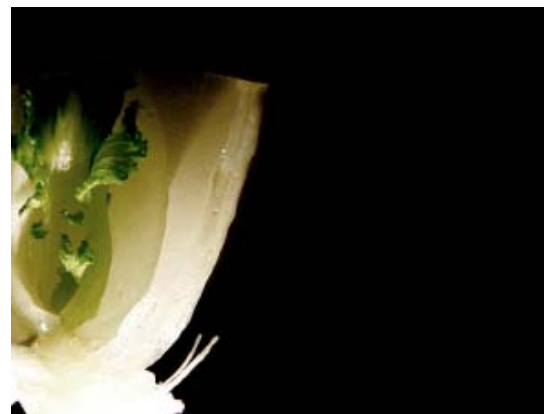
oxalis ▼



▼ maarten



oxalis ▼

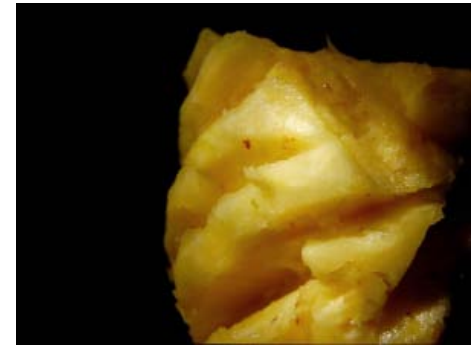




maarten ▶



◀ oxalis



▲ maarten



oxalis ▲



▲ maarten

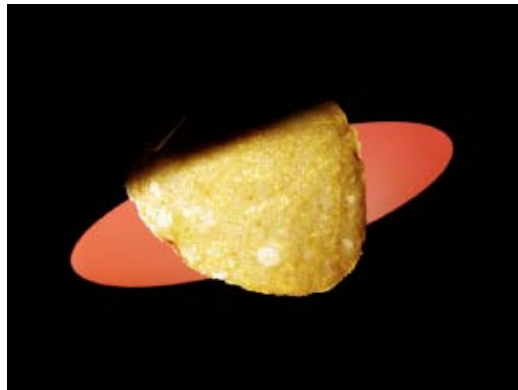
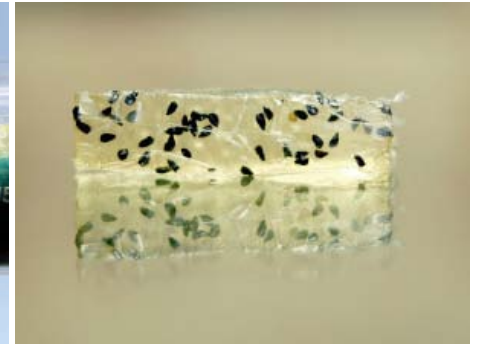


oxalis ▲



▼ maarten

oxalis ▼



▲ maarten

oxalis ▲





about us

{ maarten }

Maarten Wesselius was born in 1985 in Haarlem, the Netherlands.

He studied Media and Knowledge Engineering at TU Delft, and Media Technology in Leiden University.

Currently, he works as a programmer and game developer for SilverFit, creating computer games for physiotherapy.

From a young age Maarten has constantly been involved in various personal creative projects. Over the years, his focus has shifted from drawing and comics to computer games to electronic music and photography. He releases music under the name Pels, and is part of the experimental collective Ella Empress and the Layers of Reality.

Maarten was one of the creators of OutRandom, a conceptual game installation where the most random person wins. This installation has been exhibited in several events across the Netherlands.

In 2009 he started the daily food photo blog Supper Snapshots with Oxalis Atindriyaratri, a project that lasted for two years and has resulted in compilation photo books and several exhibitions.

<http://maartenwesselius.wordpress.com>

{ oxalis }

Oxalis Atindriyaratri was born in Jakarta, Indonesia, in 1982.

She studied Industrial Engineering at Telkom Institute of Technology in Bandung, and Media Technology in Leiden University.

Currently she works at Antara Foto, the photo division of Antara, Indonesian National News Agency.

Oxalis has always been interested in the activity of documentation. Her personal projects include a digital photo time capsule and multiple blogs capturing various fields, from music to arts to public transports.

She was one of the co-founders of Bystanders, a zine focusing on the indie music movement in Jakarta and Bandung. In the past few years she has also been a contributor to several media and has been actively involved in various photography projects.

In 2009, Oxalis initiated a daily food photo blog with Maarten Wesselius, a project that lasted for two years.

Apart from photography and blogging, Oxalis currently explores olfactory art.

<http://oxalis.wordpress.com>



*“What is patriotism
but the love of the food
one ate as a child?”*

- Lin Yutang



contact person: Oxalis Atindriyaratri **[e]** e-mail address **[m]** phone number