

**Location**

United States

Users

Chip Lord and Doug Michels, Hudson Marquez and Curtis Schreier

Maintained by

Ant Farm

Duration

1968 - 1978

Category

urban-development

Nr. and Title

U 036

Inflatables

Initiator(s)

Ant Farm

Description

The project consisted in a anti-architectural structure that was cheap, easy to transport and quick to assemble. The structures had no fixed form and they promoted a type of architecture outside the expert knowledge field. Inflatables hosted conferences and various events like festivals, university campuses, conferences, lectures, workshops and seminars. To move the structures, they used a customized Chevrolet van, called Media Van, that turned into a mobile studio to share information and images. The van was also indispensable as a power generator to inflate the structures. The artists produced the Inflatocookbook, a manual for making your own structure.

Goals

To promote ideas that have no commercial potential, embracing the latest technologies at the same time as they criticize American culture.

Beneficial outcomes

Conferences and various events were conducted freely because they developed in their architectural inflatables.

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