

# MARTÍ GUIXÉ

## EK-DESIGNER

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### Deterritorializing Contents

Indoor-Publishers consider themselves a platform for publications that fill rooms with contents

# WWW.INDOOR-PUBLISHERS.COM

The concept presented here is Indoor Publishing. Indoor-Publishers seek to enable authors to take over spaces with their own contemporary ideas where previously the room's surfaces were dominated by decorative elements and material. The concept is applicable to public as well to private rooms.

### Authors and Indoor-Publishers

The specific interest of Indoor-Publishers consists in publishing authors. This refers to already existing or prepared work as well as to ideas and drafts commissioned by Indoor-Publishers.

### The Room's Owner and Indoor-Publishers

Instead of investing in decoration and representation, the room's owner sponsors an author who composes an issue to be published on the walls of the room. The investment is carried out in the form of culture.

To facilitate implementation, Indoor-Publishers arranges for a professional team.



Indoor-publishers, 2002  
In collaboration with Inga Knöke

I-cakes, 2001

Plant Emulator tape installation, 2002

Installation  
Lima, Milano, 2003

Mtree  
Centre Pompidou, 2002

Camper info-shop  
London, 2003

Made of PVC bath curtain, 2002

Photography: Inga Knöke

MADE OF

# PVC

PVC isn't too well considered. In fact, its poor reputation began shortly after it first appeared in 1927. It initially seemed to be a clean and breezy invention, a chemical derivation of chloroacetylene and petroleum that would eventually make its way into our lives. Now PVC is a victim of the same arguments that it once used to do away with its main competitors in the construction sector, asbestos fibre and shale, substances accused of causing serious problems to those that now have condensed PVC. So the idea is to replace it with other materials that do not lead to the serious toxic effects that this composite has for health and the environment.

J-B.



