

Virtual museum with real curators

The internet and dialogue agency Cocomore, based in Frankfurt (Germany), opens a museum for applied arts in the virtual world „Second Life“. The board of curators consists of internationally renowned designers.

The recently finished Cocomore Center of Applied Arts, abbreviated as CO.CAA, overlooks the so-called Cocomore beach in the virtual world “Second Life”. Three designers of worldwide renown are heading the museum as curators: Fritz Frenkler, James Irvine, and Jasper Morrison. All three have been setting benchmarks in the world of design. CO.CAA shall identify and feature objects of design genuinely created for virtual worlds, however showing potential for influencing the bricks and mortar world. Thereby, the museum aspires to be a hub of creative exchange between reality and digital fiction.

Fritz Frenkler who works in Japan and Germany is convinced: “The shift of human time and attention to artificial worlds such as Second Life is a global trend. And it is not a one-way street. Some of the creations from artificial worlds have got what it takes to impact applied arts in the real world.” Adds Hans von Freyberg, CEO of Cocomore: “Ever more people spend ever more time being active and creative in virtual surroundings. Second Life at present is the biggest and best known phenomenon of this trend. As a design-oriented company we want the CO.CAA to put forward the implications of this trend for design at large.”

The CO.CAA will host three exhibitions per year. Three of the objects included in each of the exhibitions will receive an award to be bestowed by the board of curators. The awards are endowed with 175,000 Linden Dollars (Linden Dollars – L\$ – are the official currency of Second Life; the current exchange rate with the US\$ is roughly 270 L\$ per US\$).

The first exhibition in the CO.CAA will feature virtual furniture. It will be opened together with the museum on the 2nd of July 2007.

The CO.CAA can be reached <http://slurl.com/secondlife/Cocomore/183/183/22>.

About the curators:

Fritz Frenkler holds the Chair of Industrial Design at the Technical University of Munich. Together with Anette Ponholzer he has founded the design studio „f/p design“ with offices in Germany and Japan. Clients of f/p design include companies such as Samsung, Wilkhahn, or the leading Japanese office supplier Kokuyo. Before starting f/p design Fritz Frenkler has built up the Japanese subsidiary of Frogdesign. He was also chief of design at German Railways. Fritz Frenkler is head of the CO.CAA board of curators.

James Irvine works out of his Milan studio for clients such as WMF, Olivetti, or Thonet. His creative activity covers a wide range of objects, from furniture to highly complex technical products such as city busses. James Irvine has been heading the department of industrial design of Sottsass Associati from 1993 to 1997.

Jasper Morrison together with Naoto Fukasawa has established the notion of the “Super Normal” in design. The unpretentious aesthetics of the Super Normal are present throughout the work of Jasper Morrison. Out of his offices in London and Paris he designs products for brands like Rowenta, Magis, or Alessi. Also, the furniture of the Tate Modern in London is a creation of Jasper Morrison. He was named Designer of the Year at the Paris Design Fair in 2000.

About Cocomore:

Cocomore is a web and dialogue agency headquartered in Frankfurt (Germany). Cocomore creates communication and direct marketing solutions for clients such as Deutsche Bank, Nestlé, Procter &

Gamble, or Sanofi-Aventis. One of Cocomore's main competencies is the dialogue with customers through the internet. Thus, Cocomore builds and maintains websites and creates online campaigns. The company also produces multimedia content for clients such as RTL, R+V Insurances, T-Online, or OnVista.

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