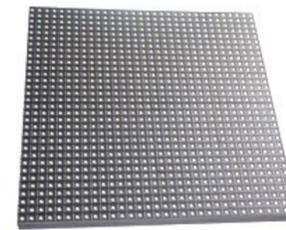
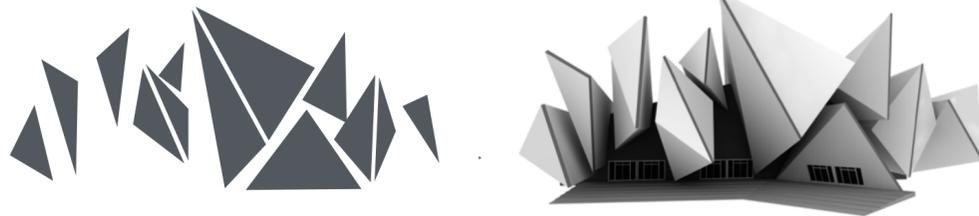


The ultimate philosophy behinds the architecture of the Museum of Capitalism is the concept of dual interpretation. Capitalism is the broke down of inequality in the feudalism. However, the true outcome of capitalism is still controversial whether it is the system where inequality is diminished and power is decentralize, or the system where inequality expand and take form in many segregated sectors. The spikes structure of the museum represent the pieces of the inequality triangle that has been broken-down by capitalism.

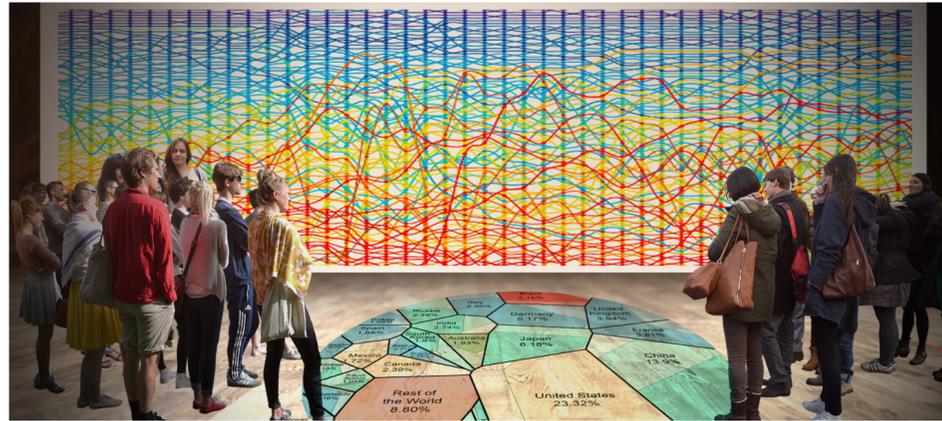
The Museum of Capitalism mobile app would allow the visitors to participate in pushing their opinion to the big crowd, which reflects one of the major characteristic of capitalism.

expansion of inequality



Visitors might be happy that they can voice many ideas through the LED-monitor on the building; however, these voices are going to be fragmented and cannot collectively mobilize any changes. In satire sense, this channel of voice is like simulacrum/illusion of real social changes. Everyone is tempted to text without action. It is also referred to politics of capitalism. We voice through the government, but there is no political respond for radically fighting with negative consequences of the system, so-called capitalism.





Floor 3 : Interactive exhibition

In order to fully understand the pro and con of capitalism, this floor invites the visitors to immerse themselves into the world of capitalism through interactive exhibition. The visitor will be exposed to dynamic contents that were designed by new media artists, thus allow the visitors to play with data, predictions, and experimental arts that are related to capitalism.



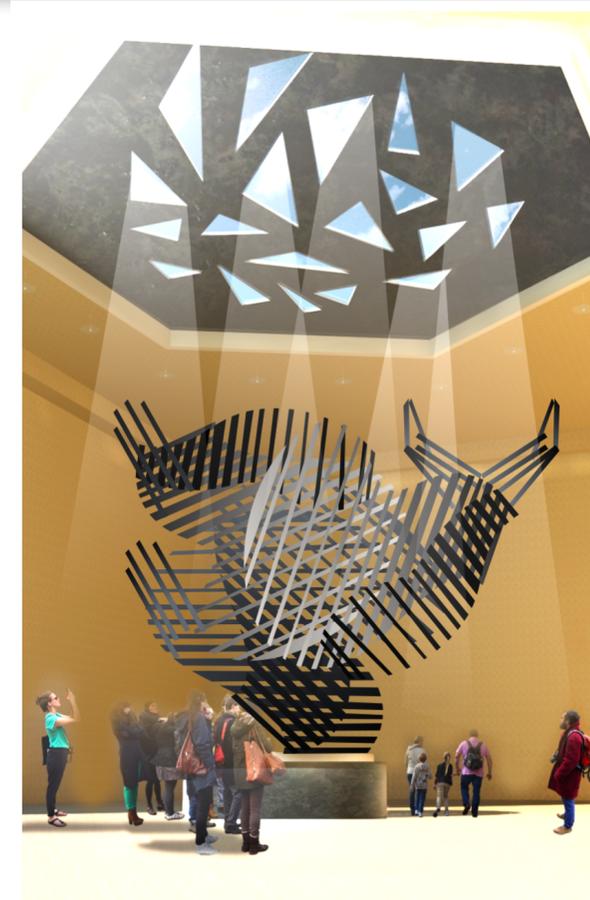
**Floor 2 : Art Gallery
An objectification of the capitalism**

Ones argue that our social consciousness determines to change in materials such as mode of production and economic development; however, intellectuals such as Marx stand for the other way. Among these debating, we can see that materials are significant objects that we can learn about capitalism. For example, washing machine made important changes in the world economy because it liberated women from in-house working. Moreover, many artistic objects can say loudly about not only prosperity but also negative consequences of capitalism.



Floor 1 : History of Capitalism

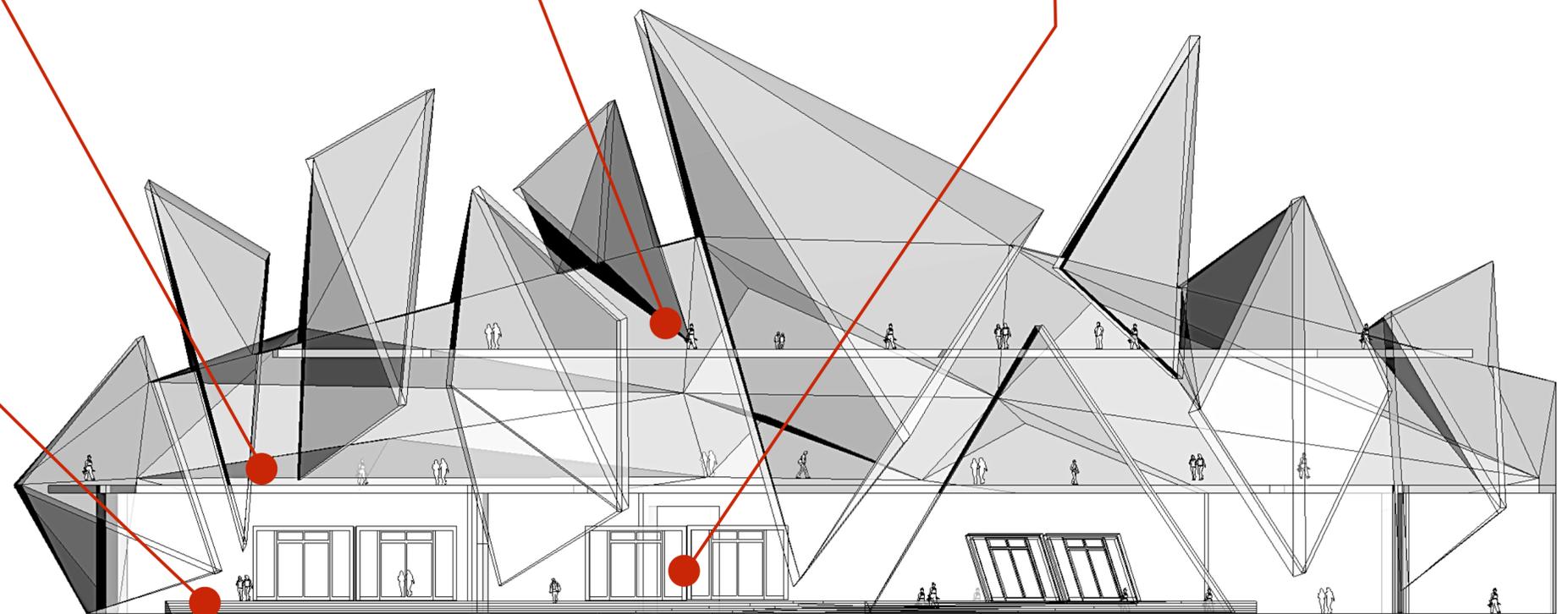
To understand development of capitalism, this floor shows the historical narratives from primitive system → feudalism → Agrarian capitalism → mercantile capitalism → industrial capitalism → financial capitalism → present capitalism and expected post-capitalism. These presentations include interesting archives, pictures, visualized fact & figures, and many related materials instead of text-oriented. Afterwards, when audiences have preliminarily learnt about lateral narratives of capitalism, they will move to the second floor.



**Lobby
Bull and Bear Sculpture
under the simulacrum**

At the sumptuous hall which vertically link from the first floor to roof, we design to establish a sculpture that represents the whole picture of capitalism. The sculpture is about fighting between bull and bear. On its ground, there are many miniature people who look cheerful and sad simultaneously. From the rooftop, it should be designed for creating a projection of light on the sculpture. At the same time, a basement of the sculpture emits sound of chant. It metaphorically said that, among economic fluctuation (bull vs. bear), we always hope and pray for better life.

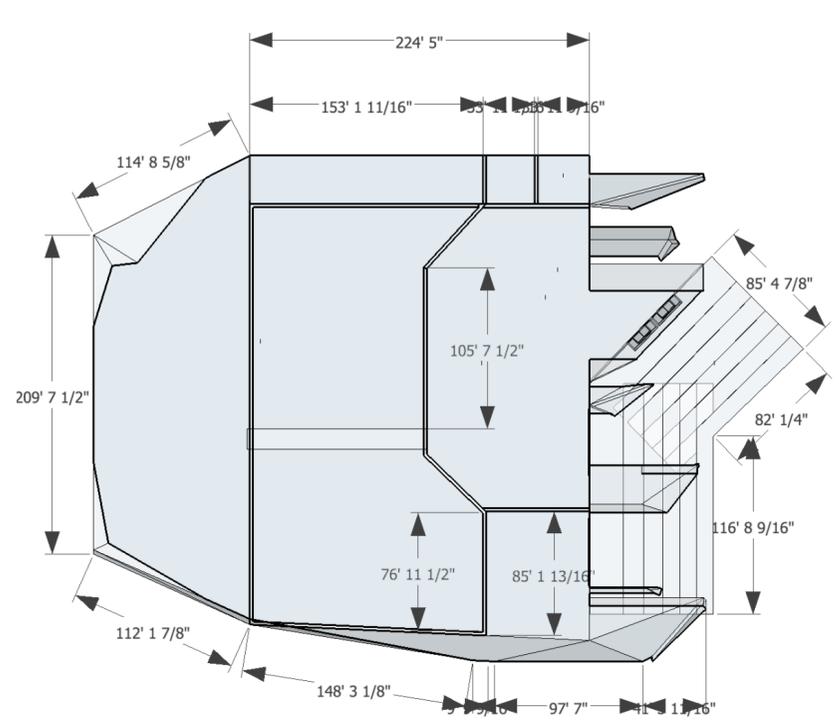
However, on the satire side, the sculpture is linked to illusion and diversion from goodness (see a story of Moses and the golden sculpture). And the projection of light is simulacrum which make us obedient. That is why many negatives of capitalism such as inequality and poverty still exist. In conclusion, this aesthetic object is equally representing on both good and bad of capitalism. Another added thing is asymmetric ladder from the first to the third floor. To reflect about inequality and hardness of upward-mobility, a gap between the first floor and second floor might be higher than the second to the third.



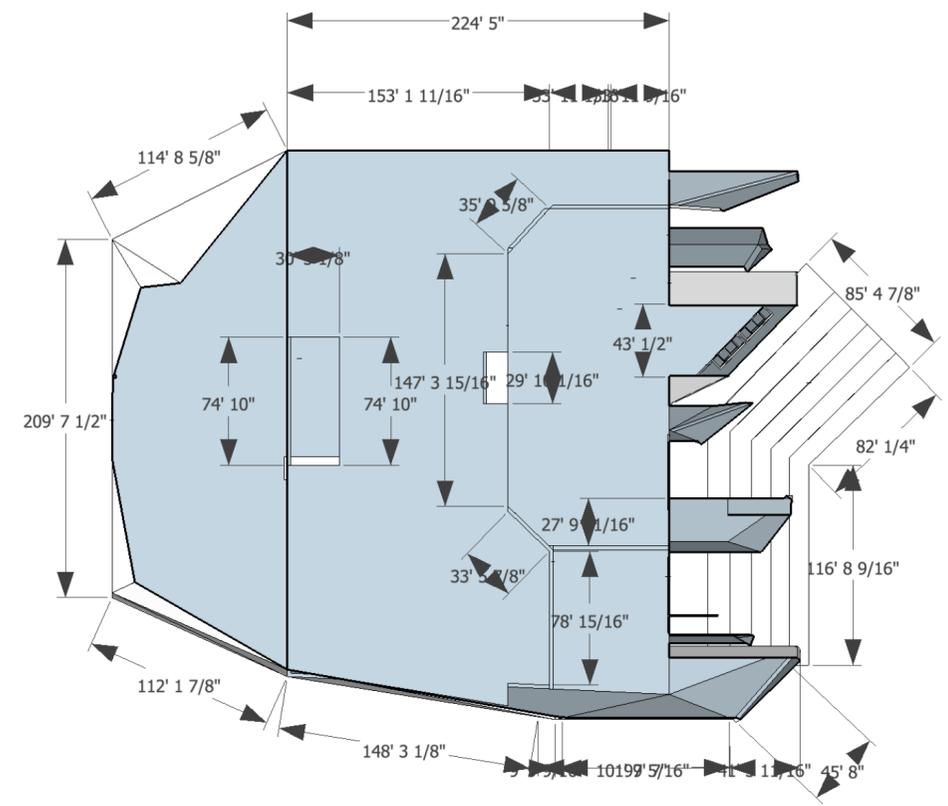
Cross section of the museum

The museum has 3 floors, each floor possess different aspect of capitalism

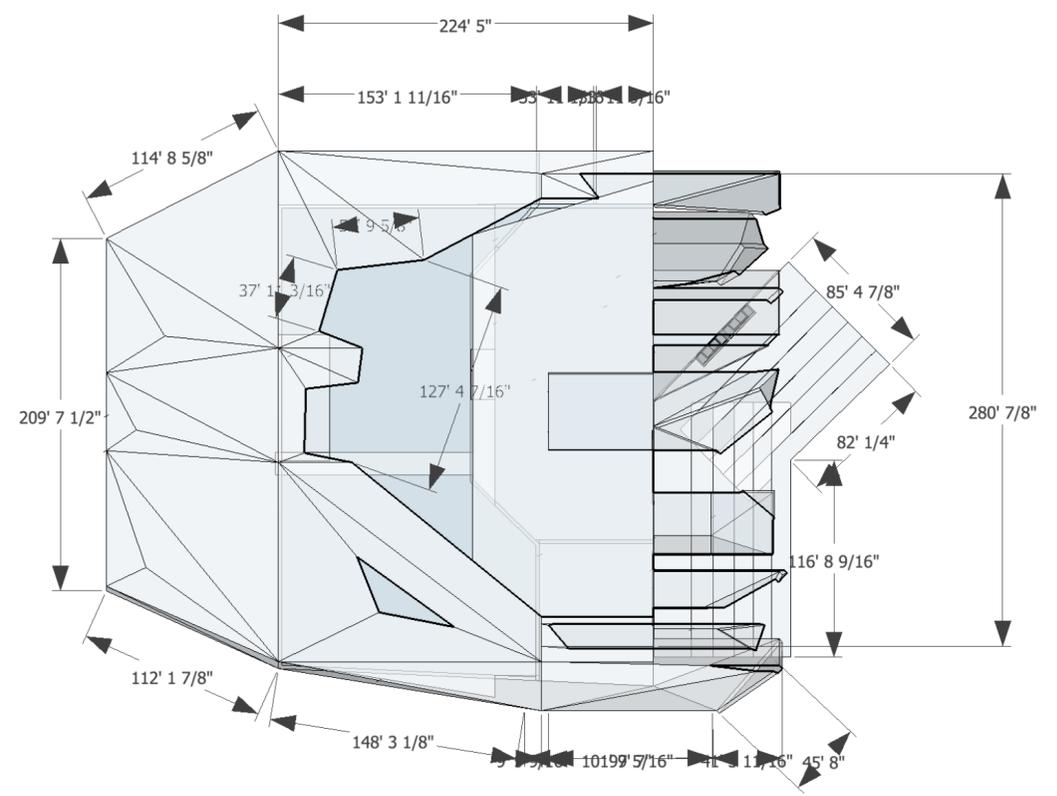
Floor 1 : History of Capitalism



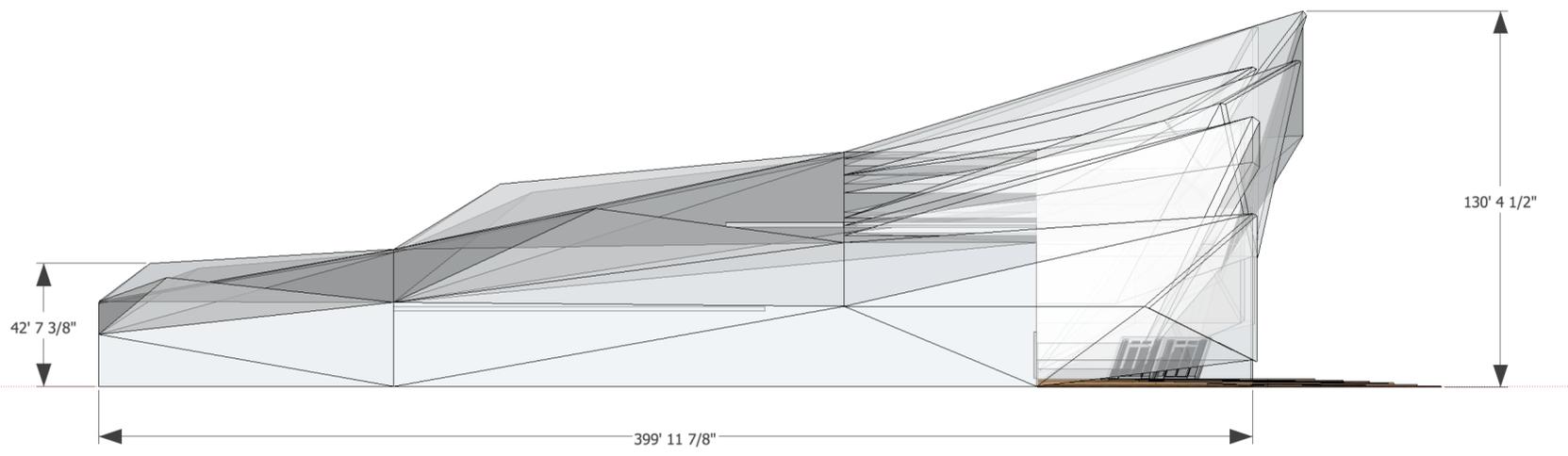
Floor 2 : Art Gallery



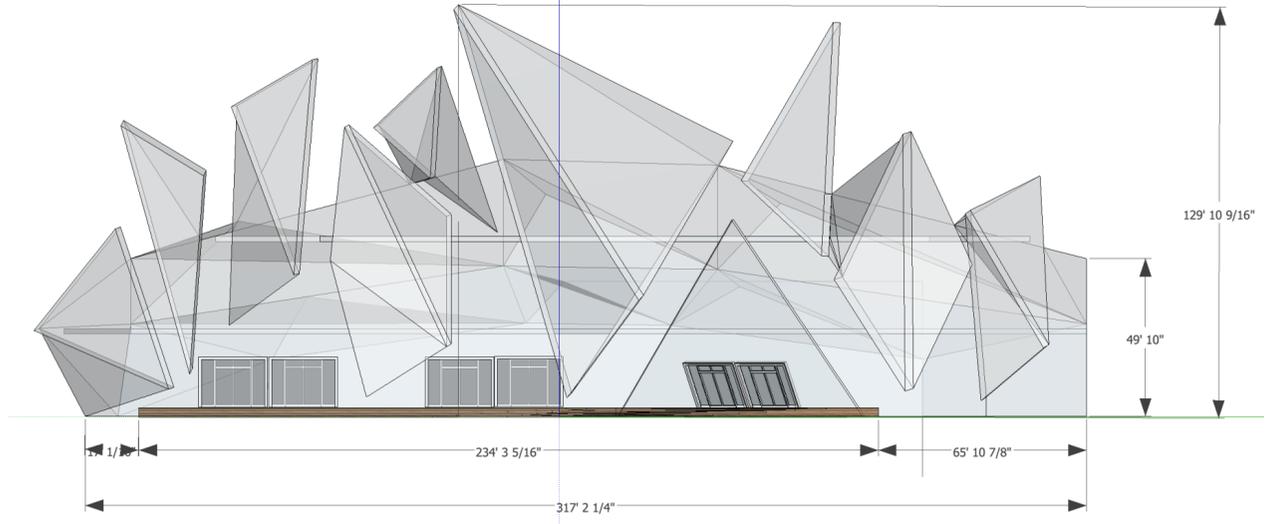
Floor 3 : Interactive exhibition



Side view



Front view



The estimate cost for construction is \$64,800K : According to various works, share of labor compensation is about 60-70% of national income of USA In the other words, around 19.5 million dollar will be **exploited by capitalists** in construction sector who own capital and land.