

THE FAMILY SHOP

MARTHA & JAY



The Family Shop is an interactive exhibition for the Brighton Biennale 2022. The event pulls together both the co-family and the supermarket in unexpected directions whilst set in the playground as it speculates the near future.

THE SUPERMARKET:

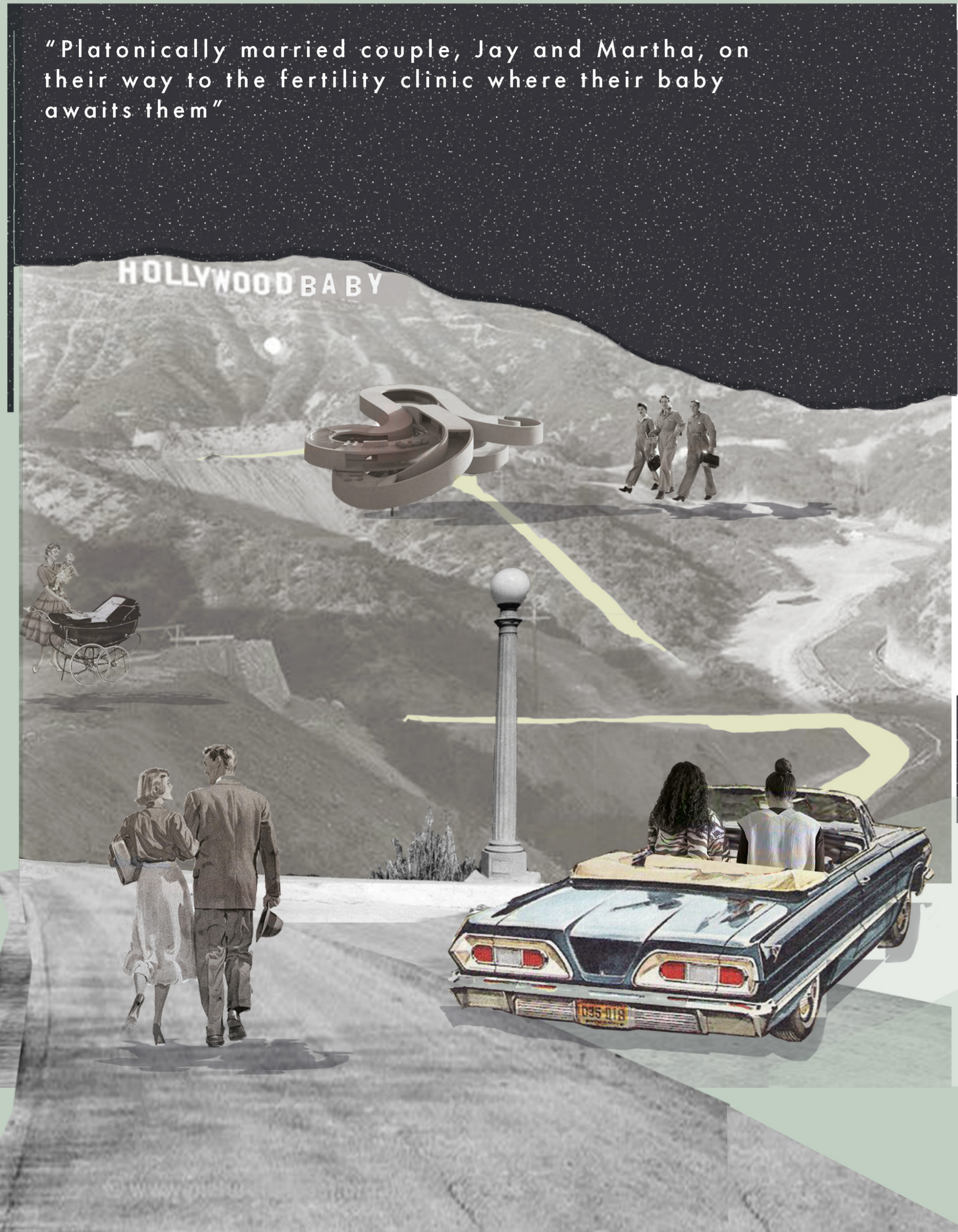
What we know as the family is changing, meaning our experiences as a family are evolving too. Without living under the same roof, parents and children find other ways to spend time together. Perhaps making an event out of the weekly food shop will be the way forward as the supermarket becomes a place to socialise as a family.

The Co-Family:

The playground will be functioning as usual during the Biennale, with both the regular users of the playground and those interested in having children welcomed.

But, with the additional 'pink props' sat alongside selected playground equipment, it will showcase ideas of the future co-family. It will prompt you to think and re-think the future of the family, including ways to conceive and raise children, as well freezing your eggs and the future of breastfeeding.

"Platonically married couple, Jay and Martha, on their way to the fertility clinic where their baby awaits them"



the co-family (un) defined

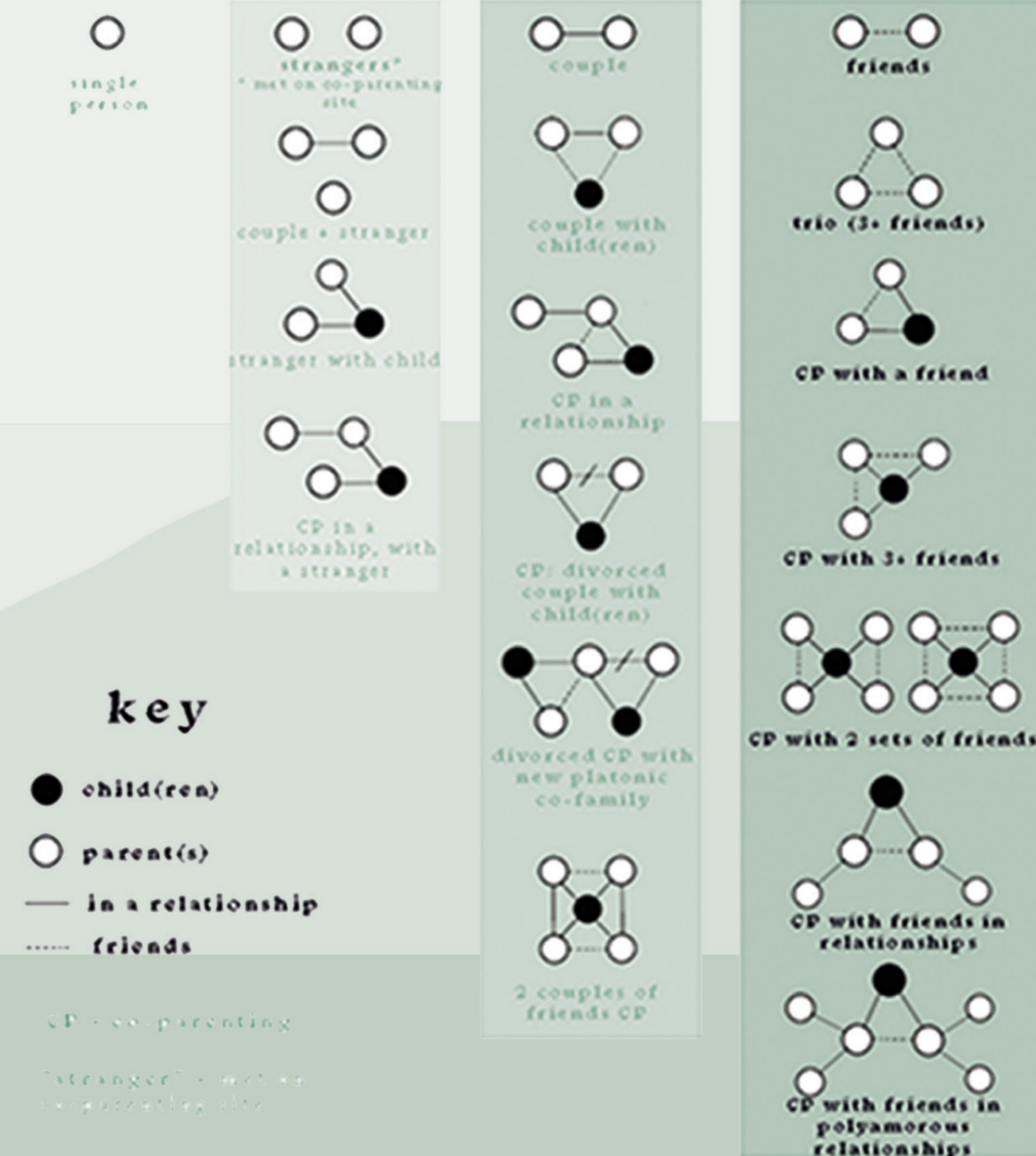
The family is gradually being reimagined.

No longer do we have the traditional nuclear family at our focus and nor does it determine our world. From the home to the supermarket, **now the co-family is in need of reimagined spaces.**

Throughout, the 'co-family' will remain ambiguous and respective, yet will be referring to **platonic partners who raise children with each other**, may that be two people or seven people.

They have chosen to build a family together with the knowledge that **it takes a village.**

periodic table of co-parenting



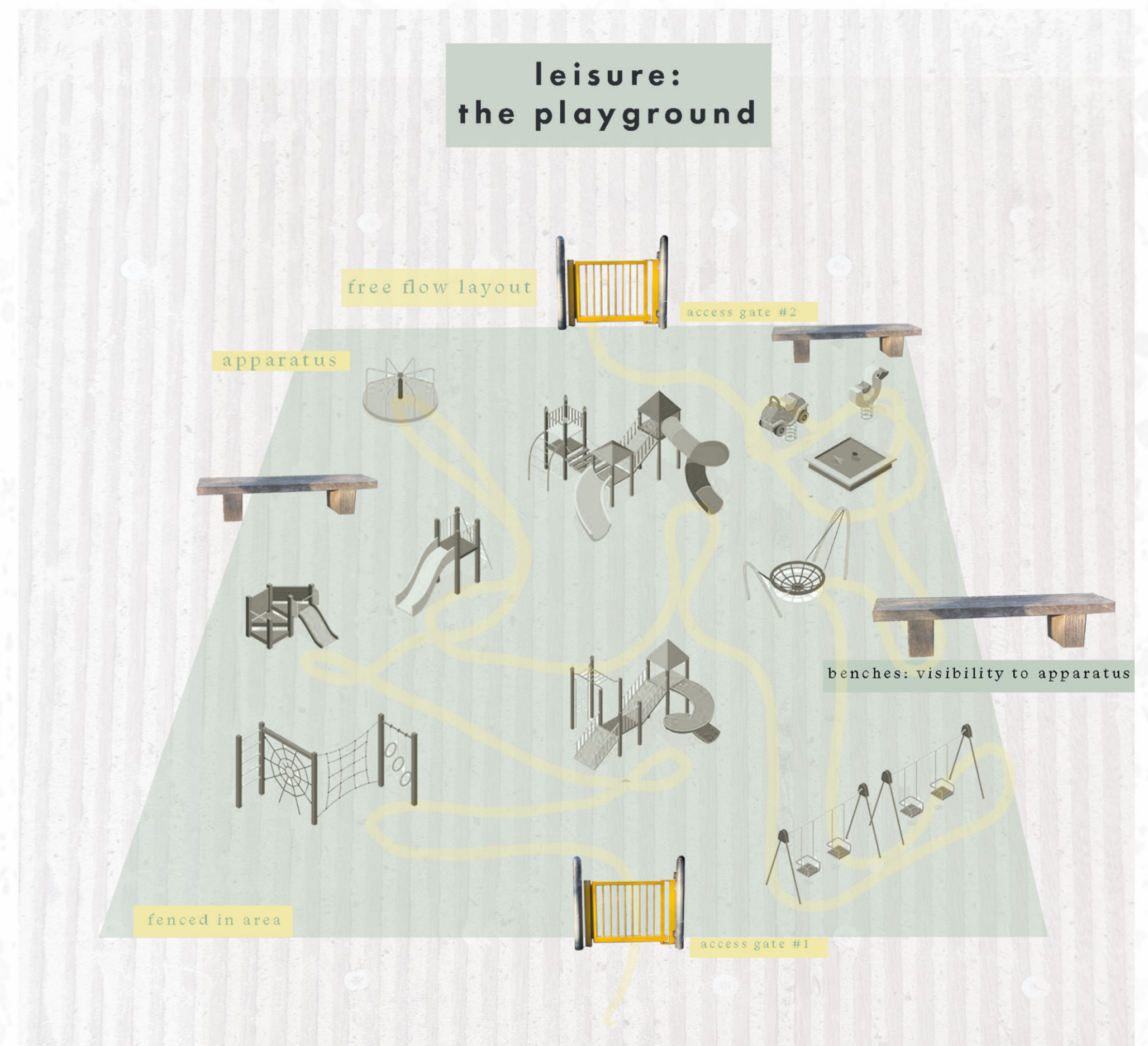
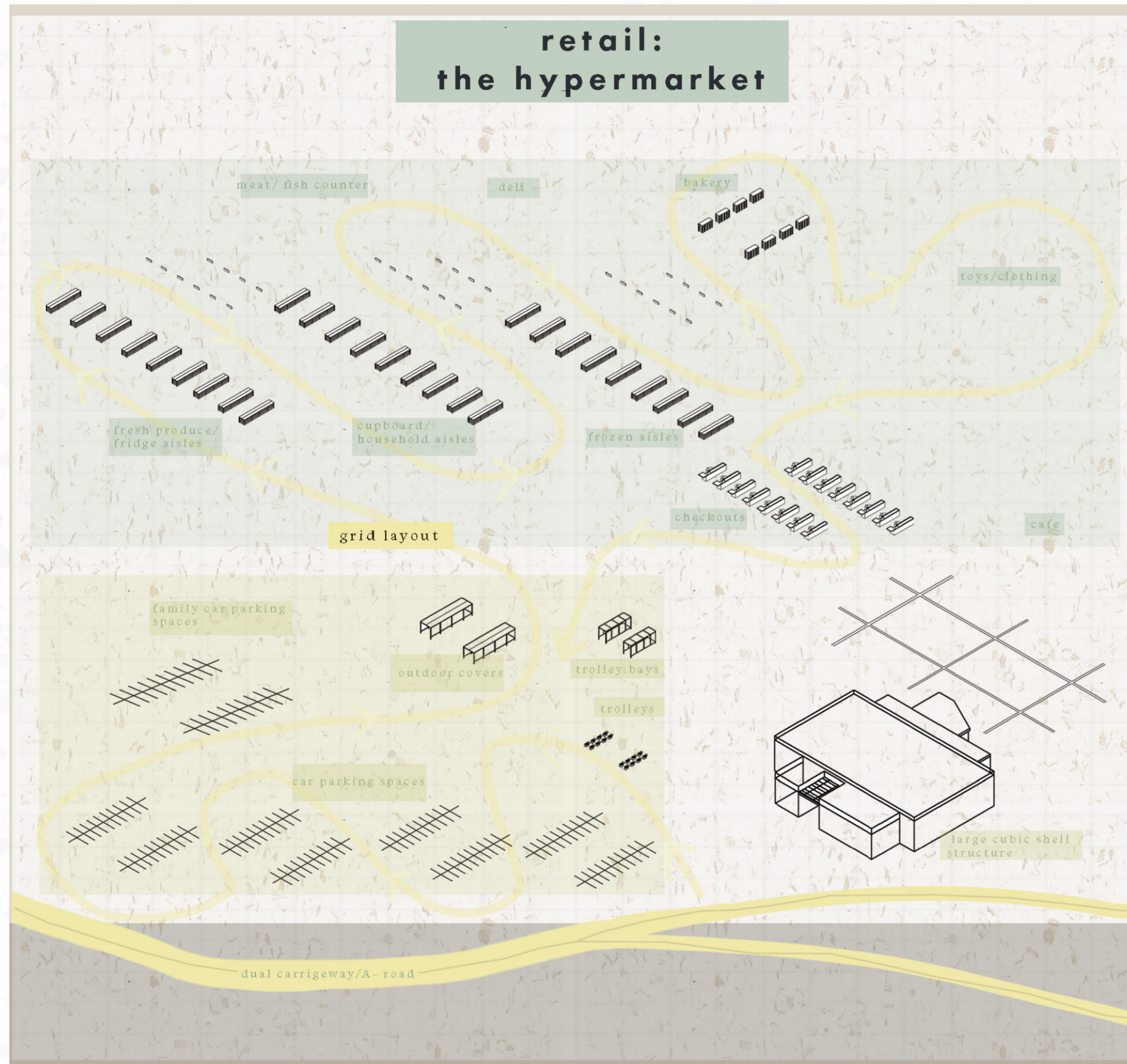
the co-family



the supermarket



the playground



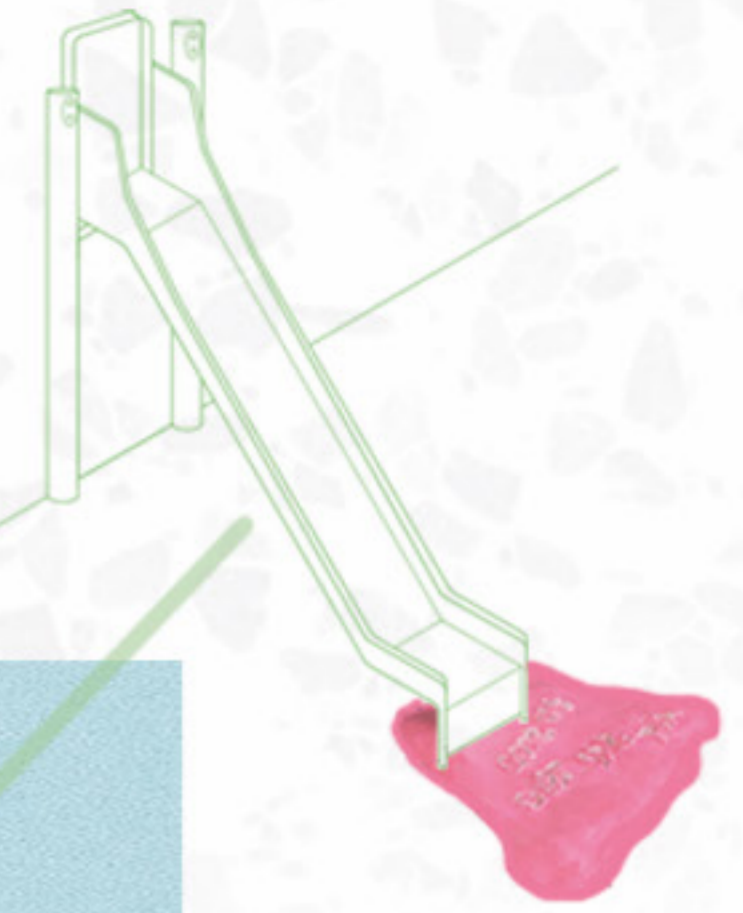
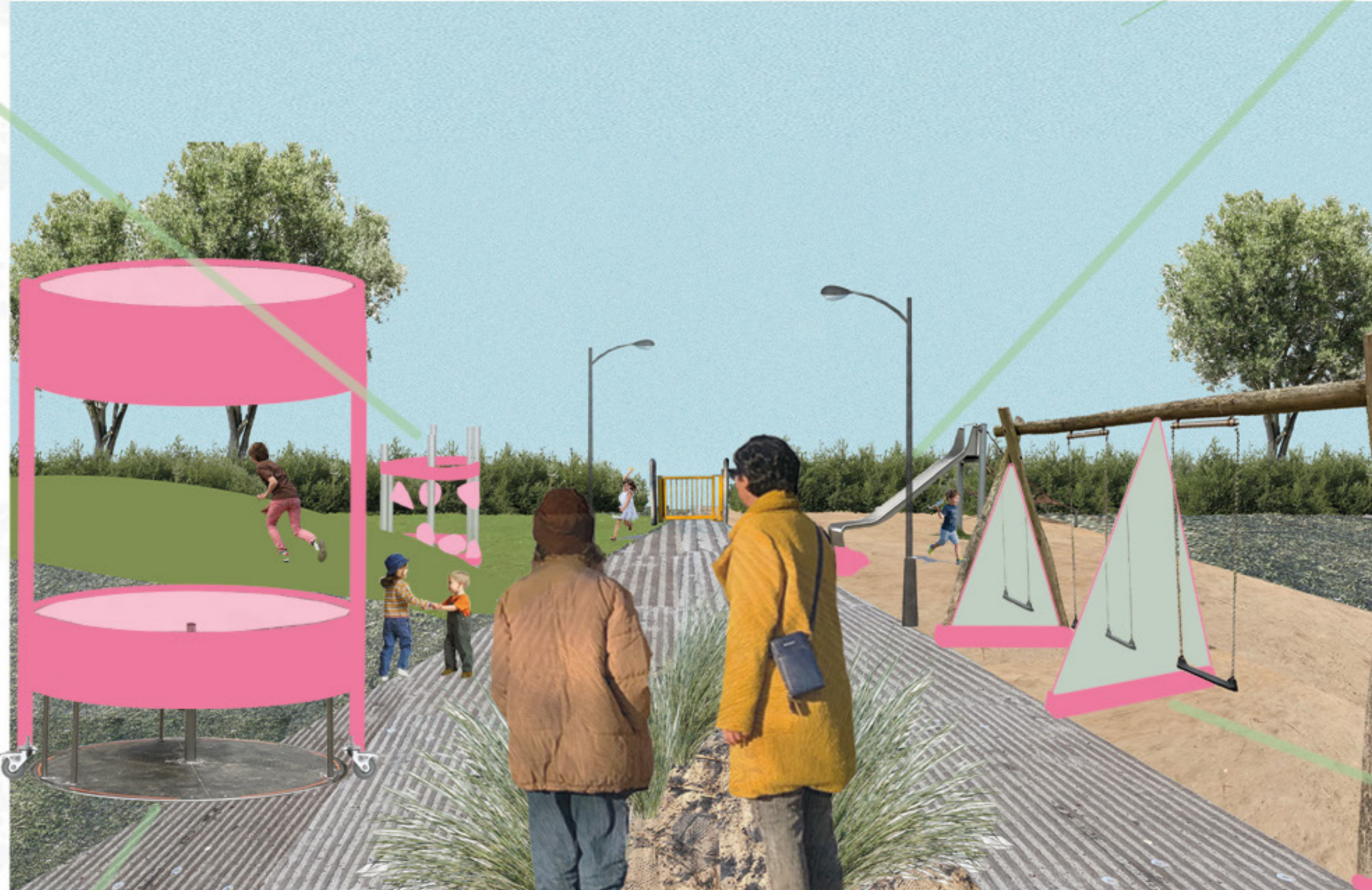
The Family Shop is a commentary on the future of building the family and our playground will be fragmented with notions of this idea.

their need for shared spaces ...not just the home

components of the family shop:
the pink props



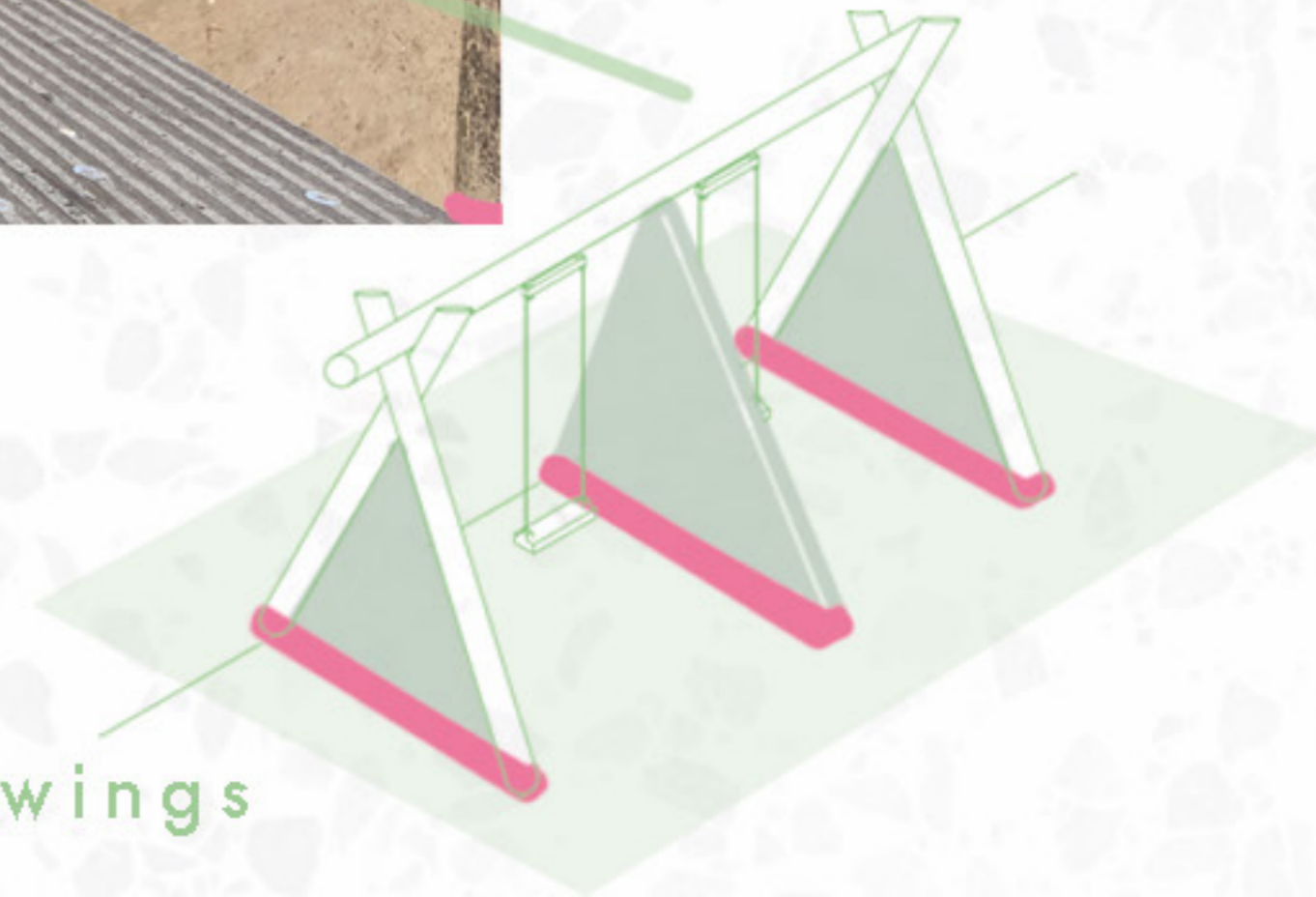
promo pipes



milk slide



roundabout freezer



surrogacy swings

