Anouk van Klaveren
Peach Tree, Ambiguous
(publication)

(short cuts)

— **Introduction**

— **a: Im a fictional brand — Peach Tree, Ambiguous**

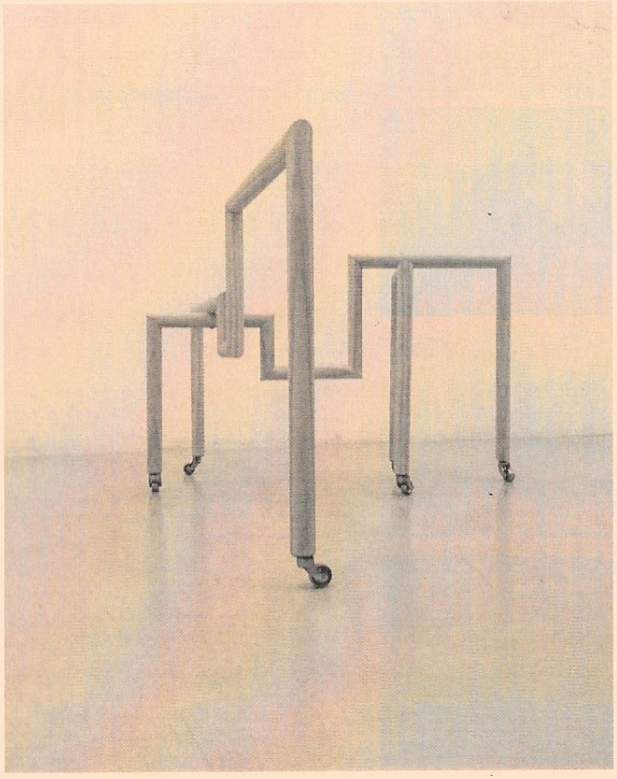
Femke de Vries in conversation with Anouk van Klaveren

— **Colophon**

Voer je branche in

bijv. lunchcafé

meer te vertellen over wat ie doet. kunnen we betere ontwerpen voor i



Title **Pinewood Luxury**

Description Did you know that the global demands for luxury goods in rapidly growing with more than $285 billion sales each year?
In fact it is expected to grow to $388 billion by 2025
Why?
Because they convey a sense of wealth and prestige and we love this feeling!
Not everyone can buy luxury goods which indicate that you are successful and you feel confident about yourself.
But that's the point here.
If it was easy everybody would do it.
Who wants to be average?
With that being said we want to make sure that you have the best experience when buying luxury goods.
That's why here at Peach Tree, Ambiguous we create handmade playful objects made of authentic pine wood.
Not only this, but also our designs combine brass castor wheels so you can move them anywhere you want a give a luxury prestige decoration to your house.
We truly believe that wood is meaningful expressive and beautiful.
That's why we committed ourselves into handcrafting the most elegant wooden objects that are extremely durable and ensure to make you stand out from the crowd.
If you want to upgrade your status and express your well-being then you should definitely consider getting one of these one of a kind pine wood designs.
All of our objects come in a custom box , so it can be the perfect gift for your lovely family.
Imagine being able to express yourself in that way and live a life above average!
Because this is life all about. Living life in your own terms and feeling confident about yourself!

Sep 6

You placed the order *Sep 6, 5:20 PM*

View previous activities

Your delivery date was updated to September 7 *Sep 6, 5:44 PM*

Givrgos95 *Sep 6, 5:48 PM*
Hey there thanks again for your order but for this project you should have contacted me before the order. I can only do descriptions for Aliexpress products, this is something else..

Report

Me *Sep 6, 5:53 PM*
Ah okay, I am sorry, what can we do to solve this?

Me *Sep 6, 6:02 PM*
Maybe you can cancel the order. Wish you all the best.

I Will Write Shopify Product Description Based On Customer...

Status	Completed
Purchased from	Givrgos95
Delivery date	Sep 7, 5:44 PM
Total price	€5.32
Order number	#FO6EBF514602

Order Again

Have questions? We have the answers.
Check out the FAQs.

Have any issues with your order?
Visit the Resolution Center.

Givrgos95 *Sep 6, 6:03 PM*
I can help you out if you want to

Report

Givrgos95 *Sep 6, 6:03 PM*
If you still want to proceed

Report

Givrgos95 *Sep 6, 6:05 PM*
Also if we cancel the order it will affect my gig's performance

Report

Me *Sep 6, 6:08 PM*
Ah okay I am so sorry. I am so unexperienced in this platform. Maybe you give it a try and I'll accept your text and I promiss to leave a positive review

Givrgos95 *Sep 6, 6:10 PM*
Okay thanks for understanding and your cooperation.
I just need one thing.. This is for decoration mainly?

I Will Write Shopify Product Description Based On Customer...

Status	Completed
Purchased from	Givrgos95
Delivery date	Sep 7, 5:44 PM
Total price	€5.32
Order number	#FO6EBF514602

Order Again

Have questions? We have the answers.
Check out the FAQs.

Have any issues with your order?
Visit the Resolution Center.

et 20% off! Use: GROWITWITHFIVERR20 at Checkout

Find Services | Search | Fiverr Pro | Fiverr Business NEW | Messages | Saved

s (2)

design 19m
ir Jan, hope yo...

_zia 19h
_zia just sent yo...

diamond 20h

13 2d

givrgos95
Last seen 40m ago | Local time Sep 23, 1:43 PM

Me Sep 06, 7:10 PM
Have a nice day

givrgos95 Sep 06, 7:10 PM
thanks again for your business:)

givrgos95 Sep 06, 7:11 PM
have a nice day too

givrgos95 Sep 06, 7:11 PM
good luck with your business

Orders

Past Orders (1)

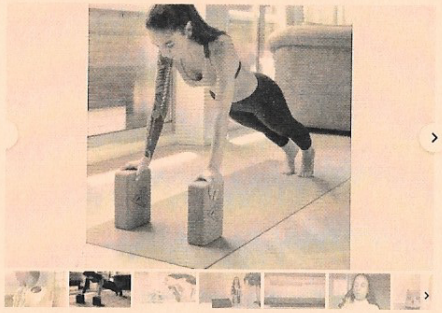
About

givrgos

Video & Animation > Video Editing

I will make product video for you

violetta13 Level 2 Seller ★★★★★ 5.0 (6)



Basic	Standard	Premium

Video with model €98.55

60 seconds video of your product with model

5 Days Delivery | 2 Revisions

- Up to 1 Minute Running Time
- Sound Design & Mixing
- Motion Graphics
- Subtitles

Continue (€98.55)

Compare Packages

Contact Seller

violetta13
Last seen 3h ago | Local time Sep 23, 12:52 PM

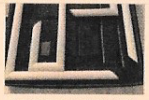
violetta13 Sep 10, 10:39 AM
So I can improvise and do with half amount of text, but because there is a voice over it would cost $140. The gig you selected is a simple video which I s without voiceover

violetta13 Sep 10, 10:41 AM
Please let me know if it suits you, since there was a misunderstanding I can send back the package if you wouldn't like to go ahead with it.

Me Sep 10, 10:43 AM
Okay, I understand, I can skip half of the text, so it fits the 45seconds. I am sorry it was not clear before. The premium package is exceeds my budget. What would be a reasonable price for you? (lets say: your premium option, but half the lenght?

Send

violetta13
Last seen 1h ago | Local time Oct 04, 5:40 PM



Attachment_1595 (1MB)

Me Sep 12, 9:27 PM
O no:(I guess it broke during transportation... that so unconvient

violetta13 Sep 12, 9:28 PM
We will try to glue it :)

Send

Orders

Past Orders (1)

About

violetta13
Level 2 Seller

Reviews	★5.0
Avg. Response Time	
From	Netherlar

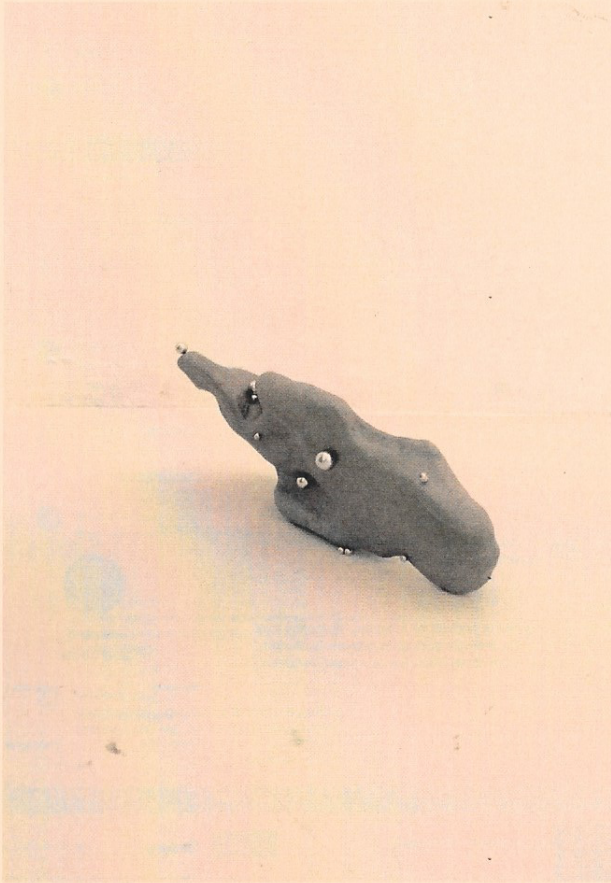
Orders

Past Orders (1)

About

violetta13
Level 2 Seller

Reviews	★5.0
Avg. Response Time	
From	Netherlar



title **Magnificent Obsidian**

description Be a part of the art
Brought to you exclusively
by Peach Tree, Ambiguous

An aesthetic basalt free-form sculpting style, of 12 limited edition pieces, which will pose you as the artist, and will definitely capture the attention of all of your eclectic guests.
The unique artifacts are made out of magnetic fiber iron oxide, and each comes with little spherical radiant marbles of different sizes. The magnetic marbles are scattered along the sculpture's surface, you can move and basically redesign the piece, however, and whenever you feel like it.
The enigmatic artifacts are designed to spark your sense of creativity. By realigning the magnetic marbles, out of a meaningful choice, you can convey a certain idea, a deep emotion, or just make your own unique art statement.

This inspires the artist in you to take the driver's seat and pull in, the drive from within. On the lighter side, the marbles can be reassembled for therapeutic aims, which are provided via play and art crafting.
The magnetic feature forms the play and meaning characteristics, which the sculptures holds for everyone, to observe in wonder, or to find peace in play.

This twelve-piece collection is exclusively designed to bring about good vibes only and to reinvigorate your energy via art.
Its play time
So, be a part of art.
Inspire the artist within
You are invited to become an active part in the ever changing world of abstract art.
Order yours today!
The number of items is limited.

edenattad

Away | Local time Sep 23, 2:08 PM

Could you write me a little piece of sales poetry: 200 words article about this series in general? Besides that I would need around 15 - 20 additional words per specific object describing its specific characteristics compared to the other objects in the series, and each of them would need its own striking title. (maybe you can refer to the image numbre for this part?).

I believe in your persuasive and tempting writing skills to reach possible consumers in a niche market. Being creative is appreciated, you are allowed to improvise!

I think the assignment matches your premium package.

Let me know if you can help:) Looking forward to work with you.

Have a nice evening.

Send

Orders

Past Orders (1)

About

edenattad
New Seller

Reviews	★ 5.0 (3)
Avg. Response Time	2h
From	Israel
Hebrew	Native

Order number **#FO31271CBFF67** View Invoice

DESCRIPTION

- One short sales poetry/article of approximately 200+ words about the art series in general. One revision will be given.

- Twelve short descriptions of each art object (about 15-20 words for each, approximately 250 words in total) for each artifact+ a creative title.
One revision will be given.

YOUR ORDER *Sep 8, 10:35 AM* Paid with iDeal

ITEM	QTY.	DURATION	PRICE
create catchy and compelling copy of any sort	1	1 day	€22.21
✔ Competitor Research			
✔ 1 Revision			
SUBTOTAL			€22.21
SERVICE FEE			€1.77
TOTAL			€23.98

edenattad

Away | Local time Sep 23, 2:08 PM

edenattad Sep 09, 10:25 PM
Thank you so much, you have no idea How good it feels to know that you liked it and do not wish to change anything. bulleseye!

edenattad Sep 09, 10:27 PM
thank you for the review. It really means the world. You gave me 5 stars all the way. do not worry🙏 I wish you the best of luck, you are very talented and I have no doubt that your business will soar and succeed in the future!

edenattad Sep 09, 10:29 PM
You have made my day! hope to work with you again soon❤️

Orders

Past Orders (1)

About

edenattad
New Seller

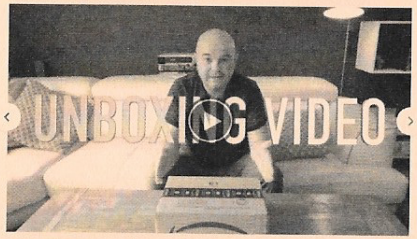
Reviews ★ 5.0 (3)

Overview | About The Seller | Compare Packages | Reviews

Saved 46 Share

I will create a product unboxing promo video

marchamill Level 2 Seller ★★★★★ 5.0 (6)



Basic	Standard	Premium

2 Minute Video €17.92

Unboxing and product description / demonstration upto 2 minutes

7 Days Delivery
- 120 Seconds
- Product Demonstration
- Show Product Package
- On-Camera Host

Continue (€17.92)

Compare Packages

Contact Seller

marchamill

Online | Local time Oct 04, 3:36 PM

Sounds good. Thanks.

Me Sep 28, 9:31 PM
Dear Marc,

Please find attached some information on the series you will be unboxing. I send you the unique Vagabond's fire stone. It is one of the smaller objects.

To be sure, I have put some bubble plastic in the black box, but I would prefer if you would take that out before filming :) I am still professionalizing my packages, to go around the black box, so it would be great if you would start the film with just the black box.

You are free to tell your honest opinion on film. It would be great if you could clearly show the magnetic effect with the marbles. How they cluster and

Send

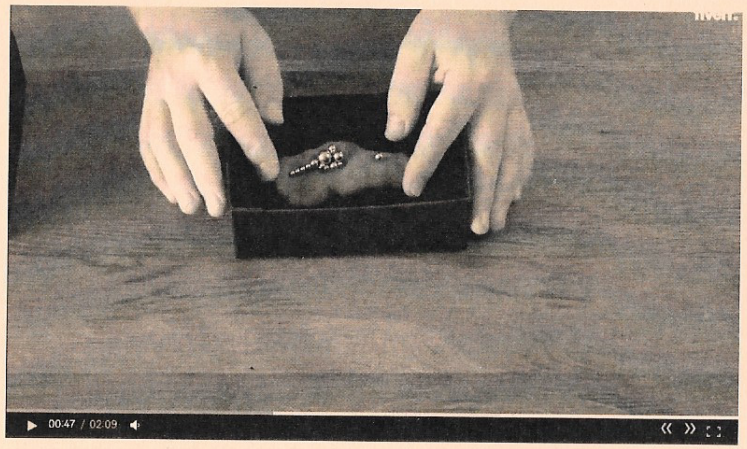
Orders

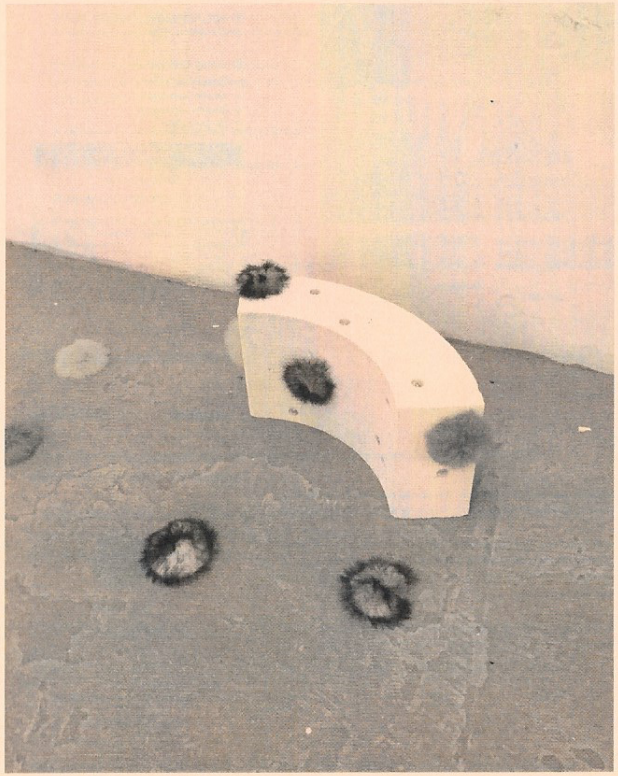
Past Orders (1)

About

marchamill
Top Buyer | Level 2 Seller

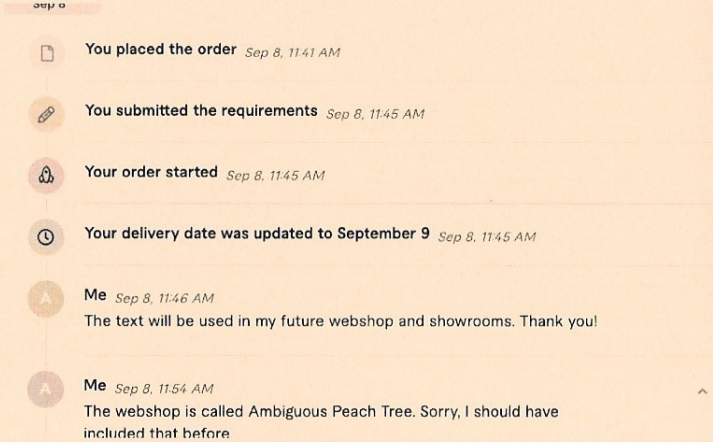
Reviews	★ 5.0 (856)
Avg. Response Time	3h

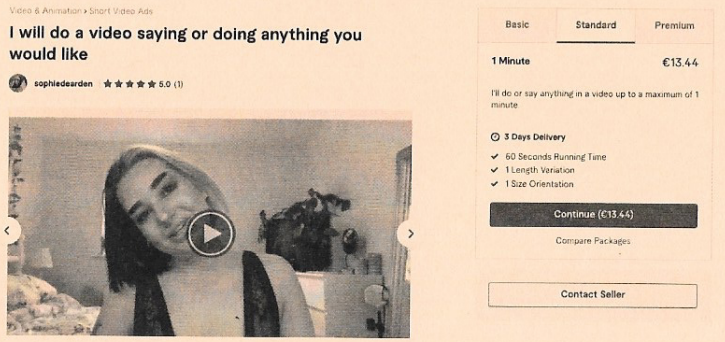




title **Design To Delight**

description If you feel like lacking enthusiasm and fun in your life then your surroundings might need a quick and fancy makeover. To pacify your running thoughts and elevate your spirits to gain inspiration for achieving your dreams, recreation is important. Creativity is a beautiful and soothing aspect which allows you to relish little moments of happiness in a great way. These handmade aerated concrete blocks can be your friend to help you relieve pressure by exhibiting your artistic skills. Let that creative essence of your soul be out of the curtain of timidity and challenge it to new opportunities of innovation. Series of aerated concrete blocks, in various shapes and variety of lengths ranging from straight to 90 degrees curve, 30 degrees curve to 60 degrees curve and 10 cm thick, 20 cm high are not only a sheer source of delight but also give a lavish touch to your ambience. The pieces of elegance and fun can be assembled in multiple ways, to form longer or shorter objects. These are covered with brass push buttons in a unique rhythm, which can be covered with the pompons, in any composition or colour scheme which pleases you. Let these packages of sophistication help you create the imagination pictured in your mind and design something exquisite which can leave everyone applauding your work.



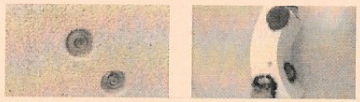


launch soon. Please find attached the object:) Would it be possible to display the object and its features in a one minute video, when I would send it to you? I could provide you a text script.

Hope to work with you, let me know if you are interested and if you have time, I would need the video before 10 October.

Best,
Anouk

Download All



Send

About

sophiede
New S

Reviews

Avg. Response Tim

From

English (UK)

sophiedearden
Last seen 1h ago | Local time Oct 04, 3:53 PM

the tracking numbre is 3SOPKD0833376.

Would you mind to ask you house mate to check if the delivery is undamaged once it arrived?

Thank you and have a nice day!

sophiedearden Sep 30, 7:44 PM
Thank you. Looking forward to receiving it xx

sophiedearden Oct 03, 1:13 AM
Its been delivered x im not back in the country yet but its been delivered x

title **Harmony In Leather**

description Life is all about discovering new heights of challenges, fun and creative designs. Peach Tree, Ambiguous introduces a group of endearing leather objects, to cherish lovely moments with. It is a series of amazing objects, which produce sound when you press them. They are hand made each with a unique shape and sound to enhance and lighten your mood.

Give these adorable bundles of joy a shot and let them work wonders on your low spirits or tired souls. Each encloses heaven of melody for your ears. On the gloomy days, it can cheer you up and in the bright moments, you can use the euphonious tunes to express your delight. You can rely on these to seek a treasure of recreation of thoughts, serenity of the mind and uplift of soul.
You can choose from a diverse range of:

- Baby's Heaven,
- Chirping Tunes,
- Recliner Music,
- Sweet Hoarse Don't Remorse,
- Rattles and Tweets.

So grab any of your favorites to break the ice with a little style and a lot of fun.

somaya_zia

t seen 36m ago | Local time Oct 04, 7:20 PM

luxury audience. I would need 200 words, and titles for the five different shapes. I hope you can help:)

somaya_zia Sep 22, 3:07 PM
Hi, I am good. I hope you are great. Yes I would love to work for you. So you want 200 words and title for a product which has different shapes or five different titles and descriptions?

Me Sep 22, 3:25 PM
200 words in total about the series:) and that in addition 5 titles, one per object. can be just a name for them :)

Send

Orders

Past Orders (2)

About

somaya_zia
Level 1 Seller

Reviews ★5.0

Avg. Response Time

From **Pakis**

Me *Sep 23, 9:05 PM*
The leather is natural. Please mention the brand name, Peach Tree Ambiguous :)

Somaya_zia *Sep 23, 9:15 PM*
OK but how can I give the title to the types?

Report

Me *Sep 23, 9:26 PM*
maybe what comes in mind by its look and sound :)

Somaya_zia delivered your order *Sep 23, 10:51 PM*

DELIVERY #1

Somaya_zia's Message
Hi ambigiousartis,

Thanks for your order! Your delivery is enclosed. If there are any problems,please let me know. I'll get back to you as soon as possible. I have written the titles for objects in the paragraph at the end. If you like my work, then your humble words will be highly appreciated.

Peach Tree
AMBIGUOUS

is a fictional brand with a deliberate 'yes-man' work-ethos. Embracing the deranged logic of today's marketing- and communications cultus, the brand fully outsourced its products' *raison d'être* by hiring an international team of sales experts, content creators and e-commerce models. *Peach Tree, Ambiguous*' products blur the line between physical presence and transcendent value: the moment where value becomes a product and products become their value.

Peach Tree, Ambiguous marks Anouk van Klaveren's second installment in her continuous inquiry about functionality; desire and ceremonial performance. Simulating a tribalized department-store, the exhibition shows a wide range of purposefully advertized objects. All blurring the thin line between need and wanting; cause and effect; the voyeur and the exhibitionist. Adding an acoustic dimension to the *Peach Tree Ambiguous* minimall, Anouk van Klaveren teamed up with musician/composer Pieter van Vliet. Doused within the realm of commercialized daydreams, *Peach Tree, Ambiguous* portrays today's e-environment and its inherent consumer myths.

It's an exhibition, and a memorable gifting idea too!

a: I'm a fictional brand — *Peach Tree, Ambiguous*

Femke de Vries in conversation with Anouk van Klaveren

In preparation for our telephone call, Anouk shares a Google Drive link with me. The main folder contains folders with titles like *'Magnificent Obsidian images', 'Elite Form of Home Decor images'* and *'Leather in Harmony images'*. Beyond alluding to images, these titles give me very little clue of what could be inside.

Opening a folder, I find a video of a nondescript object, dark-grey and clay-like. I would call it a blob. Several metallic-looking marbles are placed randomly on its bumps and in its dents. The marbles stick to the clay blob. They both stick to and repel one another. They are magnetic. Seemingly with some effort, a hand moves them around. The marbles randomly connect, disconnect, move and reconnect. There is no end or beginning. There is no goal.

Another folder contains a video of a woman standing behind a table with a flat black box atop it. The box contains an object made of sticks in a light-coloured type of wood. The sticks look like broomsticks. With several 90° bends, the object takes the shape of a... Well, what is it? Consisting of two objects in one that are connected at a single point, you can move each piece individually. With rotation, the flat object becomes 3D and can stand, while the wheels make sure you can easily move it around. Though I'm not sure why you would want to do that. The woman demonstrates and describes the object for the viewer. She doesn't explain what it is. Well, only that it's a 'decorative object'. She describes the material (pinewood and brass castor wheels), but mainly stresses that it's a 'luxury prestige decoration', that wood is 'meaningful and beautiful' and that it 'helps you stand out in the crowd'. Firstly, it's not clear what the object is. Secondly, the connection between the object and the textual explanation is lost. They are connected in the sense that they are spoken and handled simultaneously, by the same body and recorded in the same video. But that's about it.

This video is part of Anouk van Klaveren's latest project titled *Peach Tree, Ambiguous*, which is a fictional brand whose name has been automatically generated. In this work, which takes the shape of a webshop and showroom, she explores a system of what I would call 'value production'. A system that is very familiar to me from the fashion industry and its accompanying media.

In fashion, meaning and value are created by combining various elements. In regards to that, I would like to refer to Roland Barthes. *In The Fashion System*,[1] he refers to the following three elements: the 'real garment', the 'written garment' and the 'image garment'. These elements can be combined as follows: you take a dress (real garment), put it on a beautiful woman and photograph her in romantic scenery (image garment) and pair the words 'dream', 'ethereal' and 'forever' (written garment) with it. Taken together, they create a whole, something that seems natural and logical. The dress becomes the dream, let's say.

Over the telephone, Anouk and I talk about how fiction, such as marketing texts, interact with the reality of the object.

a: It isn't true, but it's not untrue either. But well, it's not meant to be true in the first place.
f: Because the connection between these elements (that, in fact, have nothing to do with each other) leads to something 'whole', it seems to make sense and starts to become logical and 'natural'. These 'realities' are mainly disseminated through (fashion) media and are at the core of how value and fashion are created. In *The Assembled Self, Part II: Ruins in Reverse*, Camiel van Winkel describes how the glossy surface of the fashion photograph smooths out all the seams and joints in the construct of fashion. A construct that is made up of body parts, garments, accessories, atmospheres, styles, moods and cultures, etcetera.[2] Surely this system does not apply only to fashion. This is how products are put on the market; this is how marketing works.

The documentary series *The Century of the Self*[3] portrays Edward Bernays, the founder of what we call branding today. The series explains how he persuaded people to behave irrationally by linking products to their emotional desires and feelings. So, the idea that this wooden object in one of Anouk's folders 'helps you stand out in the crowd' and 'gives you confidence' or that the grey blob is 'exclusively designed to bring about good vibes only and to rein-

vigorate your energy via art' is irrational.

However, the linking of the phrases with the object makes it seem logical. The documentary also makes it clear that this is not just a fun game. This propagandistic approach – as we well know – has been a very effective tool in war and, according to the documentary, has been deployed to turn active citizens into passive consumers.

(Roland) 'Barthes maintained that the fashion industry needs the production of writing and images in fashion magazines in order to create the illusion that the newest fashion trend is a natural fact, not only an economic law, thereby deceiving consumers into buying new clothes even if they do not need them (Barthes 1990 [1967]: xi).'[4]

Anouk has a background in fashion and now uses all types of materials and media to (re-)create situations or systems with the aim of offering insight into our real-life systems.

a: My goal is to do this without being cynical. I don't want to impose a certain opinion. Instead, I want to create methods and systems that facilitate conversation.

With this work, she decided to explore the way meaning and fiction are created around objects by embracing and utilising this branding or marketing system. To do so, she has followed various marketing steps and employed the media fit for these steps, hoping to reveal the inner workings of the system by letting it bounce around in its own mechanics.

As a first step, she gave herself the assignment to make a series of objects that would set the process of value production agoing. The main criterion was that the object should be ambiguous. It shouldn't have any practical user function or other goal in and of itself. Although the objects were supposed to be ambiguous, they should have the slick look of a product that could have come from an industrial production line, just to reference 'product design'. Instead of being highly functional, however, the object should be hollow. The object's main role was to act as a tool that facilitates the value production process.

a: Initially, I was really looking forward to this freedom in the production process. To not having to think too much about the object's intrinsic goal or function. But very quickly it turned out to be rather difficult and not that much fun. A bit frightening even, because where do you even start? And, when is it good enough? When is the object suitable as a hollow tool, as a figurant?

With these nondescript ambiguous objects, or figurants, Anouk approached content creators and advertising experts on Fiverr.com (an online platform where various freelancers, ranging from musicians and writers to designers offering their services) and asked them to write a marketing text about her objects. She sent them a photo or a short video of the object, indicating that she was an artist-designer who needed a catchy description for her webshop and showroom *Peach Tree, Ambiguous*. It was important to her to mention the target group, in this case the luxury market, as that is often one of the first steps in marketing. Sometimes, she would be asked about the purpose of the object or if it was a solution for something. Which she would answer by providing specifications about the material and the mechanics. Often, the writer would come up with the term 'decoration', which was good enough.

f: What I really like about this approach is that, by leaving out specific references to the functionality of the objects, the value production process is narrowed down to the more ambiguous, implicit meanings and subjective interpretations. As there is nothing to say about the functional dimension (except, perhaps, about the materials), this forces the content creators into the fictional dimension.

Anouk describes that this was a bit of a painful process because, once she had received the texts, she soon realised that she actually wanted this fiction to be true.

a: You want the object to keep its promise. However, as a maker, you know the object is in a way 'empty' and that this promise is created afterwards. At some point, I wondered whether it was immoral to ask content creators to write about these 'empty' objects that they had neither seen nor tried themselves. But the reality is that they probably haven't tried the face cream they are advertising in another video, either.

f: I think it is very similar to how the fashion industry works: a dress is produced, it is fitted on a model (the designer probably won't try it on her or himself) and then a photo is taken and sent to a writer who subsequently writes about it. The writer will most likely never see the real garment, let alone wear it. If we expand upon this thought, we can consider workers in the fashion

industry, who produce a belt loop or pocket but do not know what the final garment (a pair of trousers, a skirt or jumpsuit, a coat) will look like. This alienation is essential to the success of the fashion system as well its destructiveness. It is exactly this disconnect between the various steps that creates space for the fashion industry and media to manufacture fiction or myth, you could say. And this myth is a vital driver for consumption.

For the next step in the process, Anouk sent someone from Fiverr one of her objects with the textual description, asking the person to produce a short promotional video using this information. While this individual performed her or his part, just as the writers had, she or he was only involved in a small part of the greater fragmented process in which no one was accountable for the end result.

It might seem like Anouk has created an absurd system (with its automatically generated brand name, ambiguous objects and abstract translations into promotional texts and demonstrations). Yet, in response to that, she says:

a: You could call the objects that I made absurd, but I subsequently inserted them into an existing system.

With that, she points out that this system, however absurd it might seem, is an existing one. The infrastructure of this system and the way she has used it is very similar to the system and workings of the fashion industry. Objects might seem a bit less absurd in the fashion industry because we recognise the garments, their functionalities and the bodies wearing them. But the process, the system, is just as absurd. Fragmented, cut into various pieces, activities, people and places, it creates a situation in which fiction can flourish into an absurd 'reality' that seems natural.

Because Anouk has pushed it just a bit further, leaving the function and logic of an object completely behind and withdrawing herself as much as possible from the value production process (by outsourcing it to other people or technology), you can feel that something is off. And it is exactly this feeling that brings the absurdity of the reality of the system to the fore.

a: When working with the people from Fiverr, the best interactions were the ones with people working from their living room, not the one in front of a green screen. In this way, you become aware not only of the actual production of marketing, but also that the fictive layer is very brittle.

f: This yet again reminds me of Camiel van Winkel[5] describing the 'glossing over' of the joints and seams in the fashion photograph. The 'realness' of these makers from Fiverr breaks open the seams and joints of the 'glossy' fashion industry and makes it possible to peek behind the scenes into the living room, into the back-end of marketing. These glimpses or even glitches, let's say, reveal that this is a man-made system. Though you've now seen the back-end, it just as effectively keeps you wondering what is fiction and what is reality.

a: What I find most interesting about the approach is that it undresses the fashion industry and its media of its glossy layers, leaving us with an amateur, a tinkerer in her or his living room. With this, I'm referring to the model and the writer, but also to myself.

As the initiator of the work, Anouk is thus also confronted with her own position. Because how will she promote herself? She considered asking someone from Fiverr to do it for her, but then wondered where the process would end.

f: This is where I come in.

a: You become aware that, as an artist, you are also a system of value production and you function in one. Am I acting from the position of the fictional brand, keeping in mind the intentions of the brand? Or am I doing this as the founder of the brand? It's a web in which you can get lost.

1 Barthes, R. (1967) *The Fashion System* (1967), University of California Press: Berkeley.

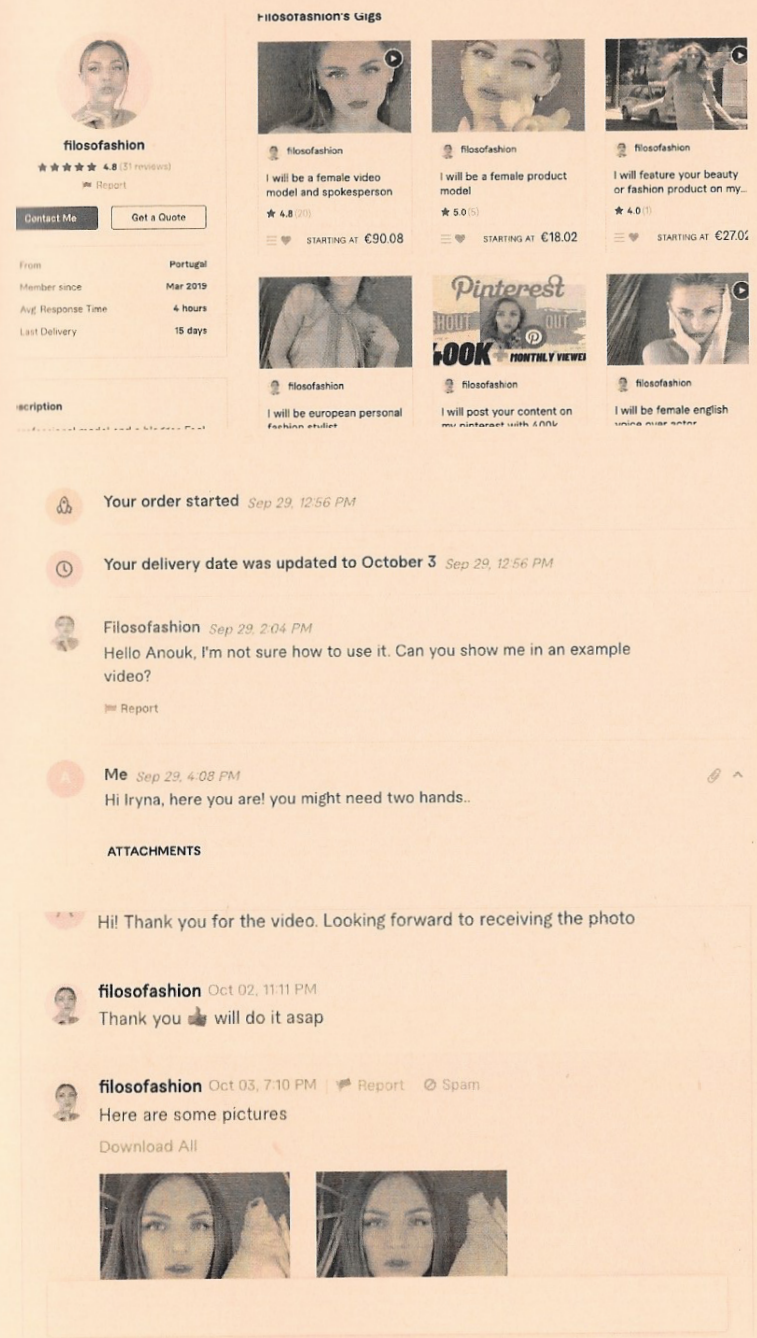
2 Winkel van, C. (2018). 'The Assembled Self, Part II: Ruins in Reverse' in: Robaard, J. and Winkel van C., *Archive Species, Bodies, Habits, Practices*, Amsterdam: Valiz, p. 398-399.

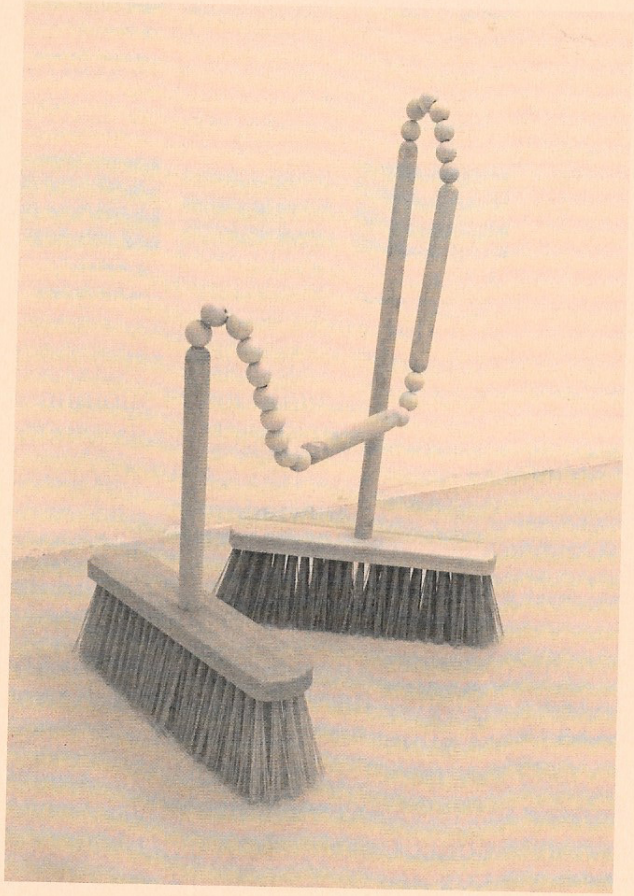
3 Curtis, A. (2002) *The Century of the Self*. Episode 1 'Happiness Machines' [online video]. Available from: https://www.youtube.com/watch?v=DnPmg0R1M04. [Accessed: 27/08/2019].

4 Titton, M. (2016). 'Fashion Criticism Unravelled: A sociological critique of criticism in fashion media', in the *International Journal of Fashion Studies*, 3: 2.

5 Winkel van, C. (2018). 'The Assembled Self, Part II: Ruins in Reverse' in: Robaard, J. and Winkel van C., *Archive Species, Bodies, Habits, Practices*, Amsterdam: Valiz.

Concept Anouk van Klaveren *Object design* Anouk van Klaveren *Brand name* Shopify *Logo* Smashing Logo *Brand mission* Saqibwazzir *Slogan* Adzis *Copywriters* Givrgos95 Edenattad Somaya_zia Irsabashir Fahadaqureshi Farzanbahadur Annabelhutton Textbroker *Video ads* Filosofashion Marchamill Violetta13 Filiyanndiamond Sophiedearden Cyntho_xx Adousmik *Audio concept & composition* Pieter van Vliet *Voice actors* Nosnevetsa Jim Kieffer Carmenrecording Dominique Fricot Khinthazin Nicksleepervo Tiffany_clare Hopefenning *Introductive text* Pieter van Vliet *Text & interview* Femke de Vries *Editor* Lilly Chamberlain *Publication concept & design* Ruben Verkuylen *Exhibition design* Anouk van Klaveren *Co-production exhibition* Das Leben am Haverkamp *Locations* De Fabriek Eindhoven Fashionclash Festival *Wall coloring* Dewi Bekker Liselotte van Bemmel Lucienne Post *Sign painter* Ilse Moelands *Color choice* Dewi Bekker *Technical support* Pieter van Vliet *Mental support* Pieter van Vliet Dewi Bekker Christa van der Meer Gino Anthonisse Rianne Zijderveld Nelleke van Klaveren Karl van Klaveren *Communication* Christa van der Meer *Logistics* Pieter van Vliet Gino Anthonisse Paultje Dirk-Jan van Vliet Petra van Vliet *Casting copywriters* Anouk van Klaveren *Casting models* Anouk van Klaveren *Casting voice actors* Pieter van Vliet *Web development & design* Max Peeperkorn *Web photography* Janne van Gilst *360° photography* Loes van de Kruk *Financial support* Creative Industries Fund NL Stroom Den Haag De Fabriek Eindhoven





title **Build Your Own Broom**

description No need to stress over cleaning a dirty table, a dusty couch, messy garden or a public seat you do not want to touch anymore.
Your favorite artist at Peach Tree, Ambiguous has handcrafted the first of its kind FLEXIBLE Broom, yes you read it right, a flexible broom, that not only looks classy and unique but also cleans sparkling clean.

The latest addition to our handmade artifacts is the 'Build Your Own Broom' product-series that is easy to assemble and even easier to work with.

The basic package comes with a velvet box consisting 2 Brooms and 1 Stick- allowing you a Premium Feel and Control on the broom.
The velvet touch gives it a classy look and meticulously added wooden beads make the experience of using this unique product elite.

BYOB product series offers 9 different packages to fulfill all your needs.
With our multiple add-ons you will have a complete package that will cover all your cleaning, dusting and sweeping needs.
Once you have used BYOB, there's no going back to an ordinary broom.

Use it yourself or gift it to a colleague struggling to manage his space and keep it clean.

Be among the classiest group of people to own one of these Exclusively Handcrafted packages for you and your loved ones.

I will brainstorm persuasive website copywriting for you

fahadaqureshi ★★★★★ 5.0 (1)

Basic | Standard

Intrigue the Audience

Grab instant attention anywhere, Focused Website Copywriting in 1

2 Days Delivery | 2 Revisio

Up to 1 Focus Word

Number of words 100

Continue (€8.9

Compare Packag

Contact Selle

Greetings from Pakistan!

Your visit suggests you are looking to hire an **expert copywriter.**
Are you tired of having low conversion from your website, social media, and ad marketing?
Are you afraid of losing out on business while the competition delivers happy customers?

Well, fear not, I am here to salvage your brand with **100% Original** and Meticulous Business Copywriting.

I have 8 years of professional rigorous exposure to writing, drafting, and selling my word to not only government-run organizations but also Global Leaders in manufacturing business (OEMs).
As an experienced, passionate reader-writer, and a dedicated businessman myself, I won't only provide the perfect copy for your business but I will equally blend in Focused KW to keep readers efficiently engaged.
Choose me to Increase your conversion rate instantly!
I will deliver the ONLY and most unique, attention-grabbing sales-generating copywriting you will ever need.

Why you MUST choose ME?:

- **Killer Ideas**
- **Irresistible Call to Action**
- **Unlimited Revisions**
- **Money-Back Guaranteed**
- **Best Communication Skills**
- **Transparency**

Basic | Standard

Intrigue the Audience

Grab instant attention anywhere, Focused Website Copywriting in 1

2 Days Delivery | 2 Revisic

Up to 1 Focus Word

Number of words 100

Continue (€8.9

Compare Packag

Contact Selle

fahadaqureshi
Last seen 1h ago | Local time Sep 23, 4:11 PM

fahadaqureshi Sep 12, 10:33 PM
You do not have to place an order yet.
We can discuss details first.

fahadaqureshi Sep 12, 10:42 PM | Report | Spam
PS. It is 1.42 am here right now and I expect to be up till 3am at least (everyday). So if time issue causes delay in response from my end I apologize in advance.

Fahad-

Me Sep 13, 10:05 AM
Dear Fahad, maybe we skip the part on the individual brooms, and just make an overall text of 200 words? You understand correctly. Don't worry about

Send

Orders

Past Orders (1)

About

fahadaqureshi
New Seller

Reviews	★5.0 (1)
Avg. Response Time	4h
From	Pakistan
English	Fluent

Graphics & Design | Digital Marketing | Writing & Translation | Video & Animation | Music & Audio | Programming & Tech | Business | Lifestyle | Industri

Overview | About The Seller | Compare Packages | Reviews

Saved 1182 Shar

Video & Animation › Spokespersons Videos

I will be spokesperson for your brand in luxurious settings or in bmw

filiyanndiamond Level 2 Seller ★★★★★ 5.0 (341) | 2 Orders in Queue

Basic | Standard | Premium

Bronze €4.50

Product or service spokesperson 30 sec in luxury setting home office or BMW

3 Days Delivery

What's Included

Continue (€4.50)

Compare Packages

Contact Seller

Filiyanndiamond's Gigs

filiyanndiamond
Level 1 Seller

I will be spokesperson for your brand in luxurious...

★ 5.0 (343)

STARTING AT €4.48

filiyanndiamond
Level 1 Seller

I will be spokesperson on your product or service as...

★ 5.0 (90)

STARTING AT €8.96

filiyanndiamond
Level 1 Seller

I will demonstrate advertise or be spokesperson for...

★ 5.0 (65)

STARTING AT €8.96

filiyanndiamond
Last seen 2h ago | Local time Sep 23, 12:07 PM

filiyanndiamond Sep 22, 3:17 PM | Report | Spam
Here's your Custom Offer

I will be spokesperson for your brand in luxurious settings or in bmw **€63**

As discussed

Your Offer Includes

4 Day Delivery

View Order | Offer Accepted

Send

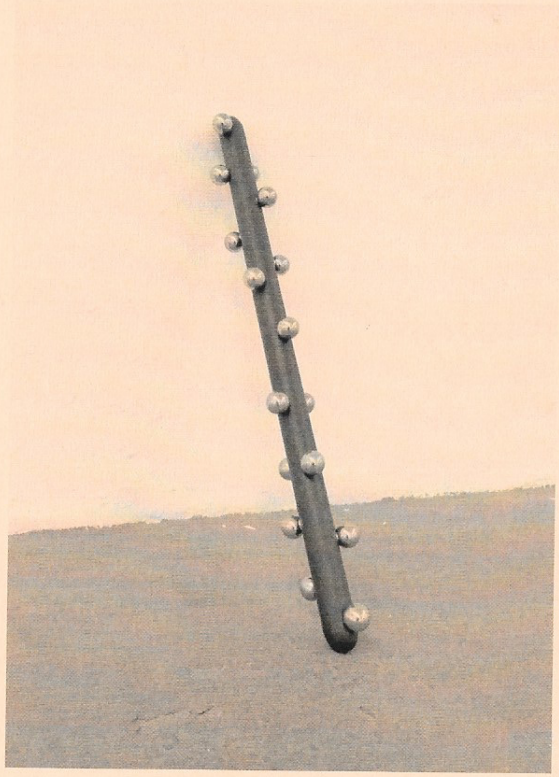
Active Orders

$70 IN PROGRESS
Due on: Sep 26, 2020

About

filiyanndiamond
Level 2 Seller

Reviews	★5.0 (785)
Avg. Response Time	1h
From	United Kingdom



title **An Elite Form Of Home Decor**

description This exquisite piece of art can be a lovely addition to any home decor. Its sleek design is made of turquoise-coated wood and gold plated metal bulbs, which provides an endless eccentric style to one's home fashion. Its intriguing structure is simple yet complex which allows for its many various uses of decor, including it being used as:

- women's tabletop/kitchen decor
- men's vehicular/office decor
- childrens playroom/bedroom decor

I would have never believed that this piece of home decor could have so many variations of use; however, it is a truly beautiful piece of art that will be quick to become a conversation starter with its sleek, luxurious design.

Oliver van Textbroker cmo@textbroker.eu via amazonses.com ma 21 sep. 21:00 (2 dagen geleden)
aan mij

Hi Anouk,

Ik ben Oliver, Marketing Lead bij Textbroker en ik wil je er graag bij helpen jouw content marketing nog succesvoller te maken.

Als marketingexpert ben ik steeds op zoek naar handige informatie en tips voor het laten schrijven van goede content. Eén ding is zeker: mijn marktonderzoek heeft me de afgelopen jaren heel veel tijd gekost… maar dat was het wel waard.

Dat werk kan ik jou nu besparen door mijn kennis over het opstellen van een goede contentstrategie met je te delen – snel en gemakkelijk uitgelegd. Je leert meer over waar het bij het plannen en omzetten van teksten daadwerkelijk op aankomt en welke tools het je makkelijker maken.

Hier ga je naar mijn advies.

Hartelijke groet,

Oliver Emmrich
CMO - Textbroker

DELIVERY #1

Filiyanndiamond's Message
Hi ambigiousartis,

Thanks again for your order! Your delivery is enclosed. Due to the tighter regulations I could not get mum right now...but my husband who also is part of the team did it as can also be for a male.. we think this works...hope it works for you :)

Thanks again and have a great day! :)
filiyanndiamond

ATTACHMENTS

ARTMALE.mp (64 MB)

artbroom.mp (69 MB)

Me ★★★★★
Very kind people, great result!

Communication With Seller	★★★★★ 5
Service as Described	★★★★★ 5
Buy Again or Recommend	★★★★★ 5

Filiyanndiamond's Response:
Thanks

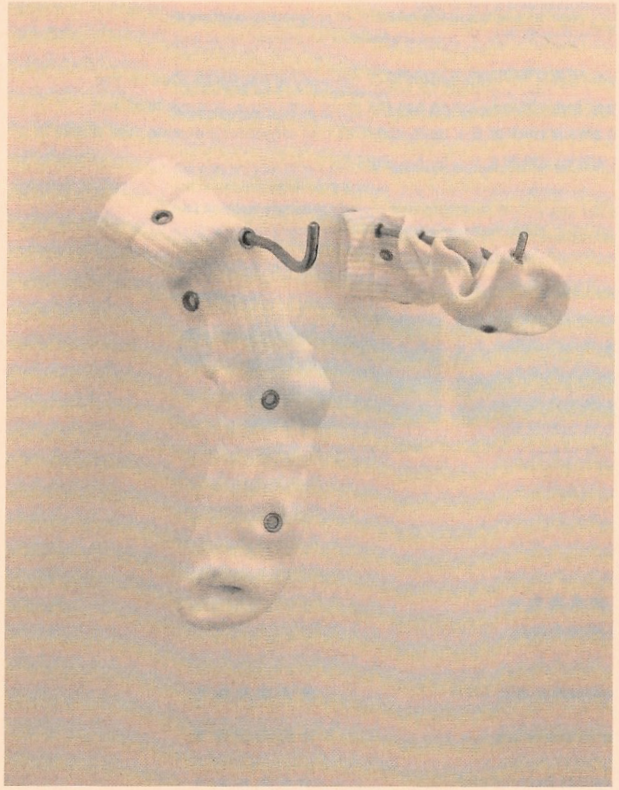
Translate to English

Filiyanndiamond left you a 5-star review *Sep 27, 4:14 PM*

FILIYANNDIAMOND'S REVIEW

Filiyanndiamond's Message ★★★★★
Great buyer

Translate to English



title **Wall Sports**

description Peach Tree, Ambiguous presents SOCKS WITH BRASS EYELETS

Wall Sports
Athletica
Hangend Socks
Socks En Kunst
Brass & Sock
Brassock
Sienna: White Socks with Brass Eyelets
Matthew: White Socks with Brass Eyelets

Pure white socks adorned with brass eyelets pay homage to abstract design, in a glorious combination of both fashion and art in this stunning statement decor. Created by Peach Tree, Ambiguous, this piece injects unparalleled intrigue into any room, with each sock having a unique composition through its intermittent brass eyelets and hanging system, reflecting the individuality of your personality through how you choose to display the piece.
Buy (NAME OF PIECE) to infuse an abstract, sporty vibe to any room. Various sizes are available and the socks are packaged and displayed in a beautiful velvet box.

Get 20% off! Use: GROWITWITHFIVERR20 at Checkout

fiverr. Search Fiverr Pro Fiverr Business Messages Saved Orders

Graphics & Design | Digital Marketing | Writing & Translation | Video & Animation | Music & Audio | Programming & Tech | Business | Lifestyle | Industries

Out of Office

annabelhutton

Freelance writer with a lot more time on my hands at the moment!

5.0 (32 reviews)

Report

From	United Kingdom
Member since	Apr 2020
Avg. Response Time	6 hours

Annabelhutton's Gigs

annabelhutton

I will write unique and compelling product...

5.0

STARTING AT €4.48

annabelhutton

I will expertly proofread your document

STARTING AT €4.48

annabelhutton

Out of Office | Local time Oct 04, 3:25 PM

Hi there,

I'm sure I could help you with this! For a title plus an 80 word description, I would charge $8. I would give a few options for the name too so that you have a few choices!

Do you have any competitors in mind, or any other brands that you feel have the same audience, so that I can get a better feel of how to best tailor my writing?

Me Sep 25, 3:00 PM

I would say it is in the dutch design market :)

Send

Orders

Past Orders (1)

About

annabelhutton

Level 1 Seller

Reviews	5.0 (32)
Avg. Response Time	6h

About This Gig

Fantastic product descriptions will do 3 things for you:

1. Help improve the **SEO optimisation** of your site.
2. Make customers **more inclined to buy your product.**
3. **Elevate the quality or your site**/store and **encourage trust** from the buyer.

You cannot settle for poor product descriptions. This results in lost buyers, products being left in the cart, and your product being lost in the endless pit of google. I don't want this for you, and you shouldn't either.

I can write for a whole host of products, including: fashion, beauty, food & drink, baby, jewellery, games, toys, decor and more.

Each product description will be SEO optimised, unique and appealing.

As I am new to fiverr, I am selling my services at a greatly discounted rate, so don't hesitate!

Language

Basic

Bronze

I will provide 1

1 Day Deliv

1 Product

50 Words

About This Gig

Hi and welcome to my GIG

I am a Potato and I will say anything you want. Just send me what you want me to say and I'll deliver it to you
English is not my native language but I tried to make this funny accent as you can se in the trailer video.

Basic | Standard | Premium

****The Most Advanced Potato Ever**** €13.48

Up to 100 but it can be 125 for an extra 10$

2 Days Delivery | 2 Revisions

Background

Custom Outfit

Number of words 100

Continue (€13.48)

Compare Packages

Contact Seller

Adousmik *Oct 6, 9:30 PM*

That's true! Will you want to add subtitles to the video? Because I maybe not prdnouce some words that perfect so you can uderstand me in the video better

Report

Adousmik *Oct 6, 9:30 PM*

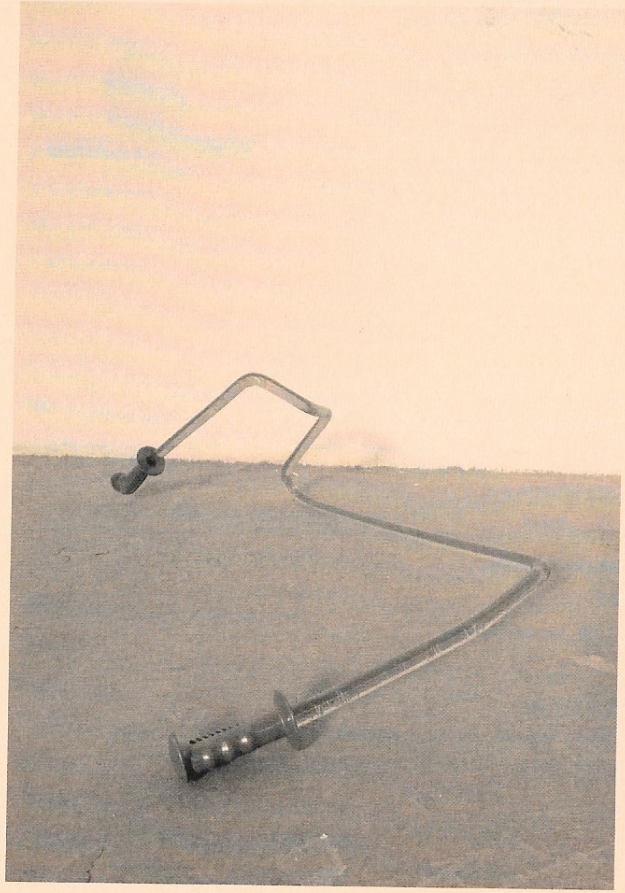
Pronounce*

Report | Translate to English

Me *Oct 6, 9:36 PM*

I think without is better, because maybe I need subtitles in an other language later and it won't be possible than :) Thank you for offering

	Basic	Standard	Premium
	BASIC POTATO	ADVANCED POTATO	**THE MOST ADVANCED POTATO EVER**
	Up to 50 words but it can be 75 words for extra 10$	Up to 75 words but it can be 100 words for extra 10$	Up to 100 but it can be 125 for an extra 10$
Background	✔	✔	✔
Custom Outfit	✔	✔	✔
Revisions	1	1	2
Delivery Time	◉ 3 days	◉ 2 days	◉ 2 days
	◯ 1 day	◯ 1 day	◯ 1 day



title **FullMoon Fit**

description It is unnecessary to have sparkling frames or sharp color gadgets to make the interior decor look better. The focus should be on innovation and uniqueness. This product has an antique touch to it. As a brand, Peach Tree has a standard "out of the box "mindset, and our products are a perfect portrayal of the same.

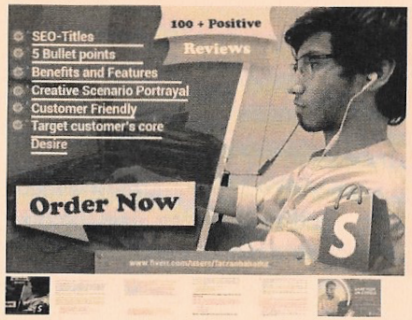
Components Used – Although this product is immensely appealing, a straightforward set of constituents constructs it. At the edges, we have rubber bike handles to give the sporty, rugged look. The center part is of acrylic rods.

Options Available – Users can alter the length of the rod according to their usage. We would design the product according to the specified requirements.

Looking at the usage – This object can be hung in the garage, lounge, or even study area. It has a unique, innovative feel, which is why users fall in love with it.

ur shopify store

farzanbahadur Level 2 Seller | ★★★★★ 4.9 (181) | 7 Orders in Queue



Basic	Standard	Premium

2 Product Descriptions €4.49

The product descriptions will be original,appealing and persuasive.They will be 100% SEO-optimized.

4 Days Delivery | 8 Revisions

- 1 Title Included (Per Product)
- 4 Bulletpoint Included (Per Product)
- 150 Words Included (Per product)
- Up to 3 Focus Words
- Competitor Research

Continue (€4.49)

Compare Packages

Contact Seller

You submitted the requirements *Sep 13, 10:24 PM*

Your order started *Sep 13, 10:24 PM*

Your delivery date was updated to September 17 *Sep 13, 10:24 PM*

Sep 18

Farzanbahadur delivered your order *Sep 18, 11:43 PM*

DELIVERY #1

Farzanbahadur's Message
Here you go. Thank you for your order.

ATTACHMENTS

Produc...docx (15 KB)

I Will Write Persuasive Product Descriptions For Your Shopify...

Status	Completed
Purchased from	Farzanbahadur
Delivery date	Sep 17, 10:24 PM
Total price	€6.20
Order number	#FO4CEF908143

Order Again

Have questions? We have the answers. Check out the FAQs.

Have any issues with your order? Visit the Resolution Center.

Sep 20

You left a 5-star review *Sep 20, 7:48 PM*

YOUR REVIEW

Me ★★★★★
uncomplicated and good

Communication With Seller	★★★★★ 5
Service as Described	★★★★★ 5
Buy Again or Recommend	★★★★★ 5

Farzanbahadur left you a 5-star review *Sep 20, 11:13 PM*

FARZANBAHADUR'S REVIEW

Farzanbahadur's Message ★★★★★
thanks a lot.

Translate to English

cyntho_xx

★★★★★ 4.9 (14 reviews)

Report

Contact Me | Get a Quote

From	United Kingdom
Member since	Apr 2020
Avg. Response Time	1 hour
Last Delivery	10 days

Cyntho_xx's Gigs

cyntho_xx
I will be a female model for your products
★ 4.9 (14)
STARTING AT €17.92

cyntho_xx
I will design a professional logo for your business
STARTING AT €8.96

Reviews as Seller ★ 4.9 (14) Mos

Seller communication level ★ 5

Recommend to a friend ★ 4.9

cyntho_xx

Last seen 6h ago | Local time Oct 04, 6:24 PM

Do you think it will exceed the 15 seconds? Maybe you can send me a custom order. I love the pose on this picture I attached. The background could be also simular, if the weather is not to bad. Otherwise, a neutral spot in your home would do. This outfit also fits the feeling I think. :)

Schermafbeelk (279KB)

cyntho_xx Sep 28, 8:56 PM
Okay dear, the video will exceed 15 seconds and it will be a voice over. Is that

About

cynth
New S

Reviews
Avg. Response Tim
From
English

Me Sep 28, 9:01 PM
would you mind to return the object afterwards?

cyntho_xx Sep 28, 9:01 PM
No problem dear.

cyntho_xx Sep 28, 9:02 PM
But leave your information in a document file.

Me Sep 28, 9:02 PM
How about 40 to 50 dollar?

cyntho_xx Sep 28, 9:03 PM
Consider raising it to $80 dear

Me Sep 28, 9:04 PM
ah okay, I thought, twice the gig. But you are right, there is the voice over too. Okay let's do it :)

About

cyntho_xx
New Seller

Reviews
Avg. Response Time
From United I

We found 100 business names containing Ambiguous

Click the business name to open your store. Can't find what you are looking for? Buy a store on Exchange Marketplace and get a head start.

- Ambiguous
- Add Ambiguous
- Vanilla Ambiguous
- Composite Ambiguous
- Pursuit Ambiguous
- Ambiguous Showcase
- Chameleon Ambiguous
- Tiger Ambiguous
- Ambiguous Proxy
- Giga Ambiguous
- Perfection Ambiguous
- Ambiguous Country
- Sentient Ambiguous
- Ambiguous Consultants
- Precise Ambiguous
- Ambiguous Hop
- FrontPage Ambiguous
- RiverBend Ambiguous
- Healthy Ambiguous
- Impress Ambiguous
- Front Ambiguous
- Enviro Ambiguous
- Ambiguous Flow
- OpenAir Ambiguous
- Edu Ambiguous
- Total Ambiguous
- Voyager Ambiguous
- Pattern Ambiguous
- Sunstar Ambiguous
- Intelligence Ambiguous
- Ambiguous Ville
- Ambiguous Rank
- Gemstone Ambiguous
- Weekly Ambiguous
- Priority Ambiguous
- Ambiguous Cobra
- Ambiguous Insider
- Chance Ambiguous
- RiverBend Ambiguous
- Excel Ambiguous
- Ambiguous Century
- Bella Ambiguous
- Ambiguous Merchant
- Ladybug Ambiguous
- North Ambiguous
- Ambiguous Tank
- Playtime Ambiguous
- Eco Ambiguous
- Video Ambiguous
- Ambiguous Addicts
- Allegiance Ambiguous
- Hit Ambiguous
- GreenWorld Ambiguous
- CarpeDiem Ambiguous
- Dependable Ambiguous
- Generous Ambiguous
- Bonita Ambiguous
- Ambiguous Spectrum
- Wingman Ambiguous
- Ambiguous Mechanics
- Ambiguous Library
- Manage Ambiguous
- Base Ambiguous
- PeakPerformance Ambiguous
- Highlander Ambiguous
- Luminous Ambiguous
- Ambiguous Dude
- Formosa Ambiguous
- Overnight Ambiguous
- Ambiguous Matrix
- Mulberry Ambiguous
- Salient Ambiguous
- PowerLine Ambiguous
- Goliath Ambiguous
- Inspiring Ambiguous
- DreamCatcher Ambiguous
- Course Ambiguous
- Clearwater Ambiguous
- Ambiguous Learn
- Kiwi Ambiguous
- Ambiguous Ready
- Ambiguous Safe
- Dignity Ambiguous
- Above Ambiguous
- Fabulous Ambiguous
- Component Ambiguous
- Match Ambiguous
- Sunflower Ambiguous
- Ambiguous Bytes
- Daily Ambiguous
- Gravity Ambiguous
- Ambiguous Cell
- Ambiguous Tool