

## GET THE DIGITAL ZOO APP

Point, shoot and share your favourite animal merchandise discoveries on the go. Artist René Magritte can help you pick a caption and make your masterpiece a sign of the times!



### WHAT IS THE DIGITAL ZOO APP?

Now there's a special online photo forum for Mall of the Wild. When you discover strange animal marketing and fashion, snap a photo and share it quickly with decorative frame and caption inspired by *Ceci n'est pas une pipe.*

DOWNLOAD THE APP AT...  
[transnationaltemps.net/mallofthewild](http://transnationaltemps.net/mallofthewild)



Mall of the Wild is a new Furtherfield Commission for Digital Zoo UK TOUR 2014 funded through Arts Council England's Strategic Touring programme.

**FURTHERFIELD**

**CultureCode Initiative**

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**ARTS COUNCIL ENGLAND**  
LOTTERY FUNDED

Digital Zoo is curated and produced by Furtherfield in collaboration with Culture Code and Land Securities.

#### FURTHERFIELD

Furtherfield is the UK's leading organisation for arts, technology and social change. Since 1997 Furtherfield has created online and physical spaces and places for people to come together to develop and create critical experimental art and digital technologies on their own terms. Furtherfield Gallery and Commons are based in the heart of London's Finsbury Park. This serves as a hub to connect and activate local and international communities of artists, technologists, thinkers and doers. [www.furtherfield.org](http://www.furtherfield.org)

#### CULTURE CODE

The CultureCode Initiative develops opportunities for interdisciplinary collaboration through innovation processes and rapid prototyping. We specialise in the fields of art and digital culture. [www.culturecode.co.uk](http://www.culturecode.co.uk)

For more information about Digital Zoo contact Alessandra Scapin, Furtherfield Producer, [ale@furtherfield.org](mailto:ale@furtherfield.org)

This map has been created by Transnational Temps in collaboration with Furtherfield for the Digital Zoo UK Tour 2014. An original idea by Fred Adam, Verónica Perales and Andy Deck.



[transnationaltemps.net/mallofthewild](http://transnationaltemps.net/mallofthewild)

Play the game inspired by Magritte. Identify wildlife merchandise and help to map the world after nature.

White Rose Shopping Centre

A WILDLIFE SAFARI AT



Join the art safari in this shopping habitat!

Mall of the Wild



GO ON SAFARI

At the shopping centre armed with insights of René Magritte.

AN URBAN SAFARI GAME FROM TRANSNATIONAL TEMPS

An Art collective that is culture jamming environmental awareness through global, independent, tactical media.



[transnationaltemps.net/mallofthewild](http://transnationaltemps.net/mallofthewild)

Ceci n'est pas un tigre.



Mall of the Wild  
BY TRANSNATIONAL TEMPS

Equipped with an urban safari map, you can play the Mall of the Wild game spotting the fake wildlife around you. With other youthful naturalists you'll discover dozens of products that coopt images, forms and fur patterns from wild animals. You can also participate online through a smart phone app written especially for Digital Zoo. Use it to join the culture jamming fun by snapping photos of animal products that are reproducing faster than their wild cousins. Via social networks the app lets you share your shots, framed like oil paintings, with captions like "Ceci n'est pas un tigre." By documenting the superabundance of commercial 'wildlife' you'll not only be adding to an online trophy collection – you'll be raising the profile of related conservation efforts.

KEEPING IT REAL WITH MAGRITTE



1928



2014

Thanks to the Belgian artist René Magritte many people know when a pipe is not a pipe. With Mall of the Wild, Transnational Temps alerts the public to mind the gap between real animals and animal imagery that has become so common on screens, toys, furniture, bags, and even food. The world of images is teeming with animals, but in the service of marketing they seldom remind us of their troubles and struggles to avoid extinction.

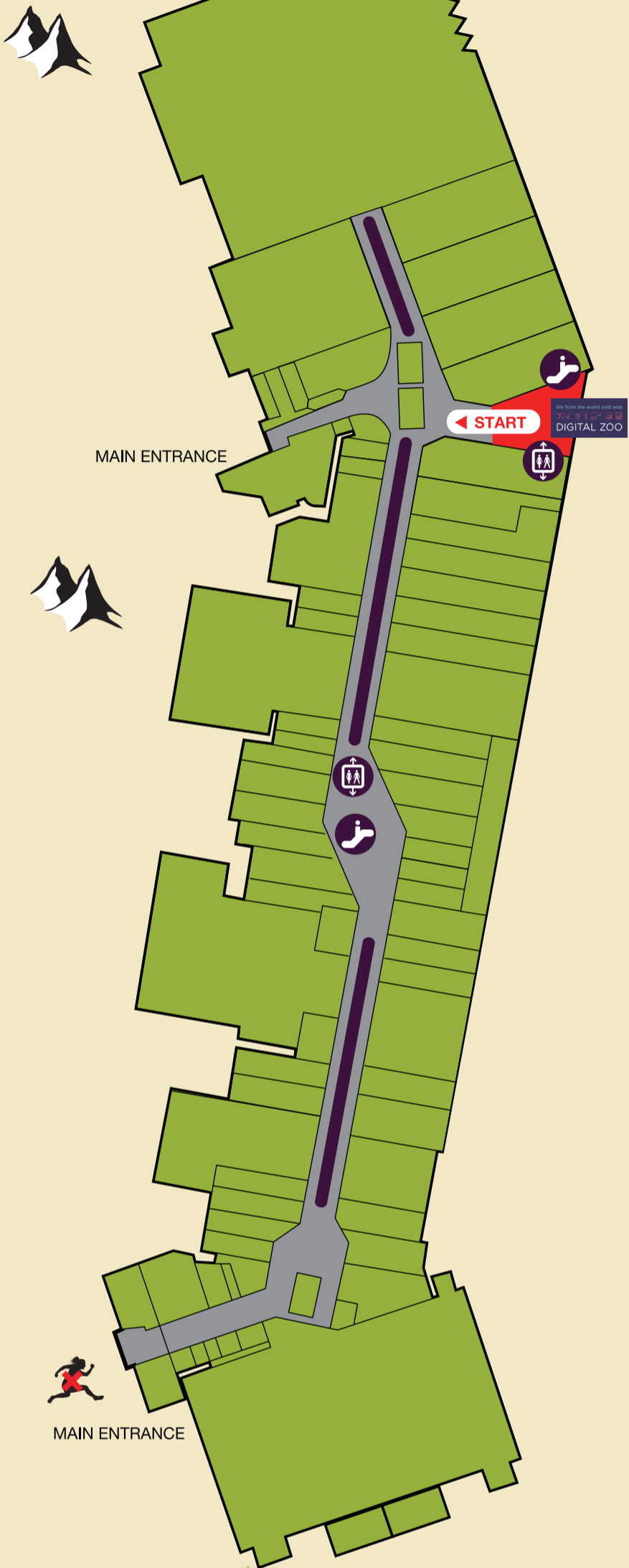
When René Magritte painted his well known "The Treachery of Images" in 1928, the lessons it contained about representation may have seemed more humorous than momentous. Yet today the extinction of species all around the world illustrates that the term "treachery" was fitting after all. We are more than ever surrounded by images of creatures that are struggling to survive in the wild.

Mall of the Wild



Ceci n'est pas...

lower floor



# Territory of White Rose Shopping Centre



white rose shopping centre

## The Rules

### Kids with their parents

The rules for kids are very clear: no running, no speed. Search carefully for animal merchandise. Try to identify a maximum of fake animals during your tour with your friends or family. If you find more of one species than you have stickers for, focus on another species. Don't forget to go back to the Digital Zoo basecamp to get your reward. Learn about the number of wild animals, too, so you can help to keep things real.

### Adults Challenge

Same rules as for the kids but with freer movement inside the shopping centre and with a limited time defined by the Digital Zoo basecamp (30 to 45 min depending on the size of the shopping centre).



#### Asian Elephant

The largest land animal on Earth. It is also a symbolic figure in India, representing power, strength, pride, and dignity. It is associated with trustworthiness and longevity. Many brands use it as a corporate image. **Individuals in the wild : 300**



#### Grevy's Zebra

Also known as the Imperial Zebra, it is the largest and most endangered of the three species of zebra. Living conditions for this zebra in Ethiopia, Kenya and Somalia are strained because humans raise livestock in the same habitats. Even so, its distinctive black and white skin remains fashionable. **Individuals in the wild : 2000**



#### Rothschild's Giraffe

One of the most endangered giraffe subspecies, with only a few hundred individuals left in the wild. These giraffes are in protected areas in Kenya and Uganda. Its tall, slender figure makes it iconic, a must-have feature of films, zoos and parks. **Individuals in the wild : 670**



#### Western Black Rhino

This West African species has been declared officially extinct by the International Union for Conservation of Nature (IUCN). Contributing to its demise was the extremely high market value of its horn, higher even than gold and diamonds. **Individuals in the wild : Extinct**



#### Mountain Gorilla

This subspecies of the gorilla is now found in two populations, one in the Virunga volcanic mountains of Central Africa, and other in Uganda's Bwindi Impenetrable National Park. As humans have moved more and more into the gorillas' territory, they have been pushed further up into the mountains for longer periods, where they endure dangerous and sometimes deadly conditions. **Individuals in the wild : 700**



#### Brown Bear

This familiar species, represented as Teddy Bears, has a substantial global population. The range of the brown bear has declined in North America, Europe, and Asia, and the species is no longer found in North Africa. However, it remains widespread across three continents, and is still one of the world's most widely distributed terrestrial mammals.



#### Orinoco Crocodile

The Orinoco Crocodile ranks among the largest living reptiles. It is highly endangered due to excessive hunting for its hide. This species is restricted to the Orinoco River basin in Colombia and Venezuela. It is unclear how many individuals remain in the wild, but estimates range between 250-1500 individuals. **Individuals in the wild : 1000**



#### Asian Lion

This lion exists as a single isolated population in India's Gujarat State. It is considered endangered because of the small population size. It is the 'king of the jungle' as depicted in films and animations, though in truth its habitat is better described as forests and thorny thickets. **Individuals in the wild : 360**



#### Jaguar

The jaguar is as dynamic as the sports car suggests. However, whereas the number of automobiles continues to increase, jaguar populations have been declining over the past century. This has happened because humans have burned and appropriated many of their homelands in Central and South America. **Individuals in the wild : 3.000**



#### Cheetah

The Asian Cheetah is a critically endangered subspecies that is now found only in Iran. Though it is the fastest land animal, it may not outrun extinction. Meanwhile, Iran has plans to use this cheetah to decorate player uniforms in the football World Cup. **Individuals in the wild : 2000**



#### Siberian Tiger

This familiar predator, with its striking fur patterns, is revered as one of the most impressive wild animals. The species appears on a large array of products, from foods to textiles. Yet it is endangered, and indeed it may be critically endangered. It is safe to say that this tiger is among the most symbolically exploited of all species. **Individuals in the wild : 500**



#### Python

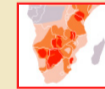
Burmese pythons are excellent swimmers and can remain under water for up to thirty minutes. Perhaps they would do well to stay in the water. Though not quite endangered in the wild, the trade in python 'leather' is reported to approach one half million skins per year in South-East Asia, raising concerns over the sustainability of this practice.



Jaguar



Cheetah



Leopard



White Tiger



Malaysian Tiger



Clouded Panther



#### River Dolphin

The 'baiji' population declined drastically in recent decades as China industrialised and made heavy use of the Yangtze River for fishing, transportation, and hydroelectricity. Efforts were made to conserve the species, but a 2006 expedition declared it essentially extinct. **Extinct**

#### Southern Right Whale

Right whales emit low frequency sounds that may be a form of communication. Right whales like the North Atlantic right whale are among the rarest of all marine mammal species. Commercial whaling decimated the species in the early 1900s. Today, only around 400 North Atlantic right whales remain.

#### Dromedary

Also called the Arabian camel or the Indian camel. Camels and dromedaries symbolise the far east. The dromedary camel distinguishes itself from its cousins by having a single hump. The hump gives the camel its legendary ability to travel great distances without water in a hot climate. Now however they are kept like horses and few live in the wild.

