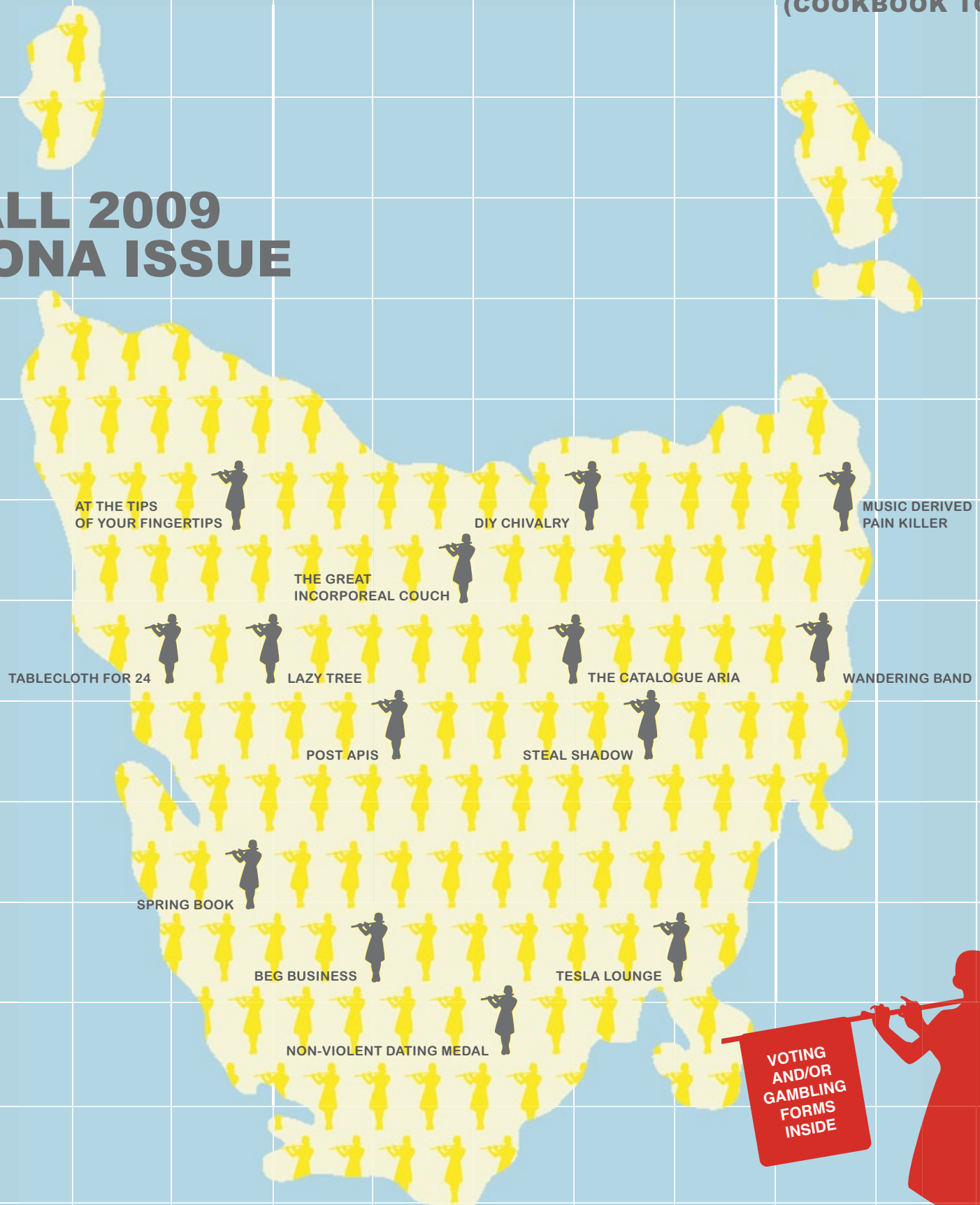


AN ANATURAL PRODUCTION

(COOKBOOK TOO)

FALL 2009
MONA ISSUE



AT THE TIPS
OF YOUR FINGERTIPS

DIY CHIVALRY

MUSIC DERIVED
PAIN KILLER

THE GREAT
INCORPOREAL COUCH

TABLECLOTH FOR 24

LAZY TREE

THE CATALOGUE ARIA

WANDERING BAND

POST APIS

STEAL SHADOW

SPRING BOOK

BEG BUSINESS

TESLA LOUNGE

NON-VIOLENT DATING MEDAL

VOTING
AND/OR
GAMBLING
FORMS
INSIDE

STEALING SHADOWS

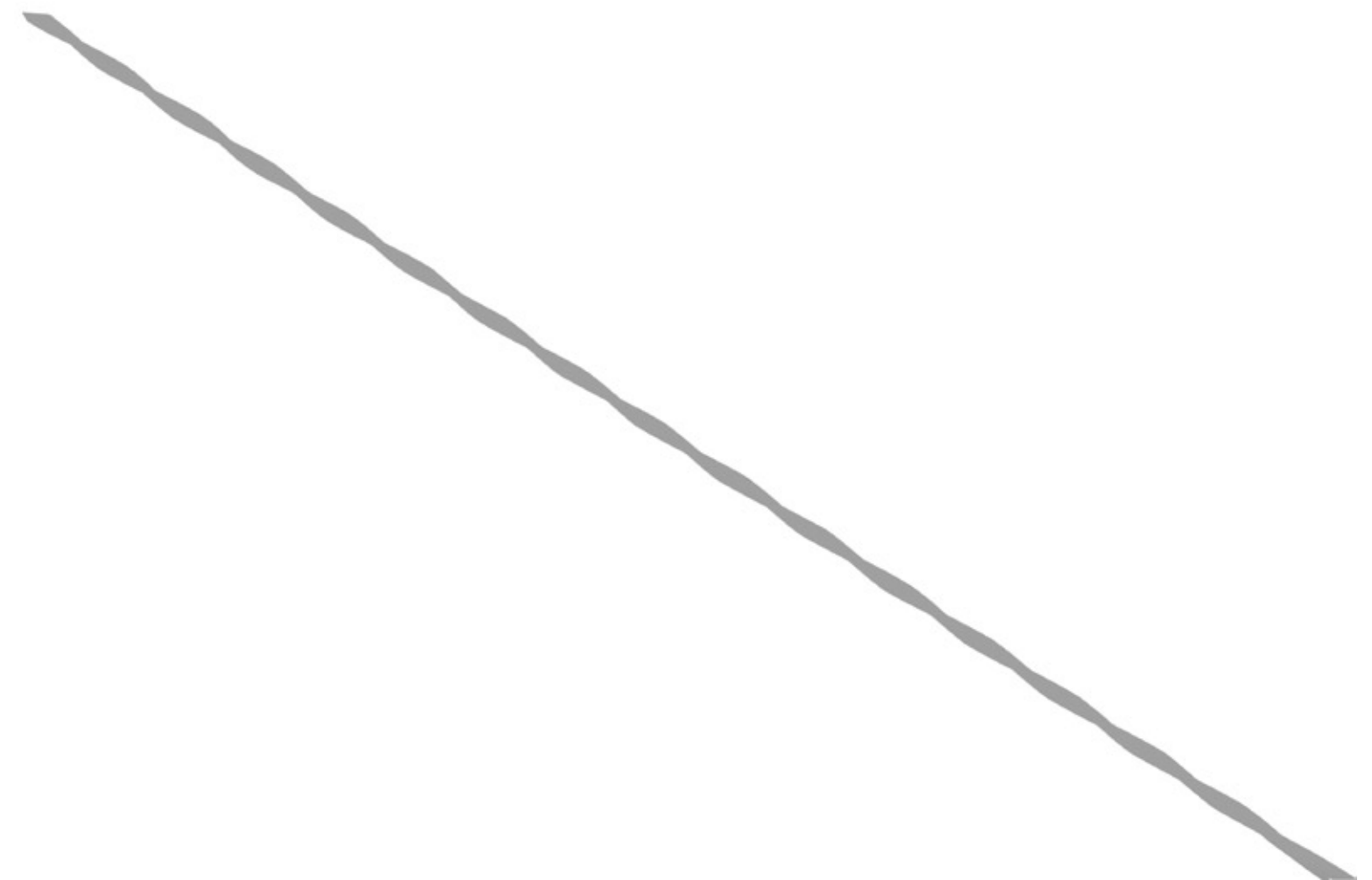
When Constantin Brâncuși left Rodin's workshop and declined the great master's invitation to become his assistant, Brâncuși allegedly said, "Nothing grows under the shade of a great tree."

Almost a hundred years later, referencing, exploring and exploiting shadows remains part of the discourse. Shadows haunt and propel the spirit of today's dematerialized art production and preoccupation with ephemera and mischievous urges. Stealing shadows of famous masterpieces is both tactical and economical.

You will come across shadows throughout this publication.

The shadow is to be reenacted without the original 3D object, and at a scale and angle befitting its presence in the given location and site. The shadow can be easily customized and adapted, however its outline must be consistent with the exact presence of the original. The lines should have sharp, clear and recognizable edges.

The value of the shadow is to be estimated at 1% of the original 3D work, and is to be sold or auctioned at the masterpieces' current market price.



Madamina, Il Catalogo È Questo

The Catalogue Aria

My dear lady, this is a list
Of the beauties my master has loved,
A list which I have compiled.
Observe, read along with me.

In Italy, six hundred and forty;
In Germany, two hundred and thirty-one;
A hundred in France; in Turkey, ninety-one;
But in Spain already one thousand and three.

Among these are peasant girls,
Maidservants, city girls,
Countesses, baronesses,
Marchionesses, princesses,
Women of every rank,
Every shape, every age.

With blondes it is his habit
To praise their kindness;
In brunettes, their faithfulness;
In the white-haired, their sweetness.

In winter he likes fat ones.
In summer he likes thin ones.
He calls the tall ones majestic.
The little ones are always charming.

He seduces the old ones
For the pleasure of adding to the list.
His greatest favourite
Is the young beginner.

It doesn't matter if she's rich,
Ugly or beautiful;
If she wears a skirt,
You know what he does.

Nº4 Aria
Allegro

LEPORELLO

Ma-da-mi - na, il ca-ta - lo-go è
Ma - da - mi - na, das hier ist das Ver -

5
que - sto del - le bel - le che amò il padron mi - o, un ca - ta - lo-go e - gli è che ho fat -
- zeich - nis all der Schö - nen, die er schon ge - liebt hat, das Ver - zeich - nis hab ich selbst ge -

10
- t'ì - o, os - ser - va - te, leg - ge - te con me, os - ser -
- schrie - ben, seht's euch an nur und lest es mit mir, seht's euch

14
- va - te, leg - ge - te con me.
an nur und lest es mit mir.

18
In I - ta - lia sei - cen - to e qua - ran - ta,
In I - ta - lien sechshun - dert - und - vier - zig,

22
in La - ma - gna duecen - to e trent' u - na,
und in Deutschland zweihun - dert - und - drei - ßig,

26
cen - to in Fran - cia, in Tur - chia no - vant' u - na, ma in I - spag - na, ma in I -
Frank - reich: hun - dert, Tür - kei: ein - und - neunzig, a - ber in Spa - nien, ja in

31
- spag - na son già mil - le e tre, mil - le e tre.
Spa - nien sind's schon tau - send - drei, tau - send - drei, FI.

36

mil-le e tre.
tau - send - drei.

V'han fra queste con-ta - di-ne,
Drun - ter gibt es Bäu - e - rin-nen,

40

ca-me-rie-re e cit-ta - di-ne,
Zimmer-mädchen, Bür-ge - rin-nen,

v'han con-tes-se, ba-ro - nes-se,
gibt's Komtessen, Ba - ro - nes-sen,

44

mar-che-sa-ne, prin-ci - pes-se, e v'han don-ne d'o-gni gra-do, d'o-gni for-ma, d'o-gni e -
auch Mar - qui - sen und Prin - zes-sen, es gibt Frau-en je - den Standes, schön und häß-lich, jung und

47

- tà, d'o - gni for-ma, d'o - gni e - tà.
alt, schön und häß-lich, jung und alt.

In I -
In I -

51

- ta - lia
- ta - lien

sei-cen - to e qua-ran-ta,
sechs-hun - dert-und - vier - zig,

in La -
und in

55

- ma - gna
Deutschland

due-cen - to e trent' u - na,
zwei-hun - dert-und-drei - ßig,

cen - - - to in
Frank - - - reich:

59

Fran - cia, in Tur - chia
hun - dert, Tür - kei:

no - vant' u - na, ma, ma, ma
ein - und-neunzig, a - ber, a - ber in Spa-nien,

64

ma in I - spag-na son già mil-le e tre,
ja, in Spa-nien sind's schon tau - send-drei,

mil-le e tre,
tau - send - drei,

70

mil-le e tre. V'han fra que-ste con-ta - di-ne, ca-me-rie-re e cit-ta -
tau - send - drei. Drun - ter gibt es Bäu - e - rin - nen, Zim-mer-mäd-chen, Bür - ge -

73

- di-ne, v'han con-tes-se, ba-ro - nes-se, mar-che-sa-ne, prin-ci - pes-se, e v'han don-ne d'o-gni
- rin - nen, gibt's Komtessen, Ba - ro nes - sen, auch Mar-quisen und Prin - zes-sen, es gibt Frau-en je - den

76

gra-do, d'o-gni for-ma, d'ogni e - tà, d'o - gni for - ma,
Standes, schön und häßlich, jung und alt, schön und häß - lich,

79

d'o - gni e - tà, d'o - gni for - ma,
jung und alt, schön und häß - lich,

116

- ci - na, la pic - ci - na, la pic - ci - na, la pic - ci - na, la pic -
Klei - ne, ist die Klei - ne, ist die Klei-ne, ist die Klei-ne, ist die

127

- qui - sta, pel pia - cer di por - le in li - sta;
Wil - le, daß die Li - ste sich wei - ter fül - le;

122

- zo - sa, è o-gnor vez - zo - sa... Del - le vec - chie fa con -
schel - misch, ist im - mer schel - misch... Auch nach Al - ten steht sein

127

- qui - sta, pel pia - cer di por - le in li - sta;
Wil - le, daß die Li - ste sich wei - ter fül - le;

132

ma passion predomi-nan - te
doch am höchsten schätzt er e - ben

è la giovin principiante.
jun-ges, un-er-fahr-nes Le-ben.

Fl. I
Viol. I + Ob.

136

Non si pic - ca se sia ric - ca, se sia brut - ta, se sia
Ihm ist's eins auch, ob sie reich sei, ob sie häß - lich o - der

140

bel - la, se sia ric-ca, brut-ta, se sia bel-la: pur - chè - por - ti
schön sei, ob sie reich, ob häß - lich o - der schön sei: trägt sie - nur ein

145

la - gon - nel - la, voi sa - pe - te quel che
Wei - ber - rök - chen, ach, ihr wißt schon, was er

150

fa, voi sa - pe - te quel che fa, pur - chè por - ti la gon -
macht, ach, ihr wißt schon, was er macht, trägt sie nur ein Wei - ber -

156

- nel - la, voi sa - pe - te quel che fa, voi sa - pe - te, voi sa - pe - te quel che
- rökchen, ach, ihr wißt schon, was er macht, ach, ihr wißt schon, was er

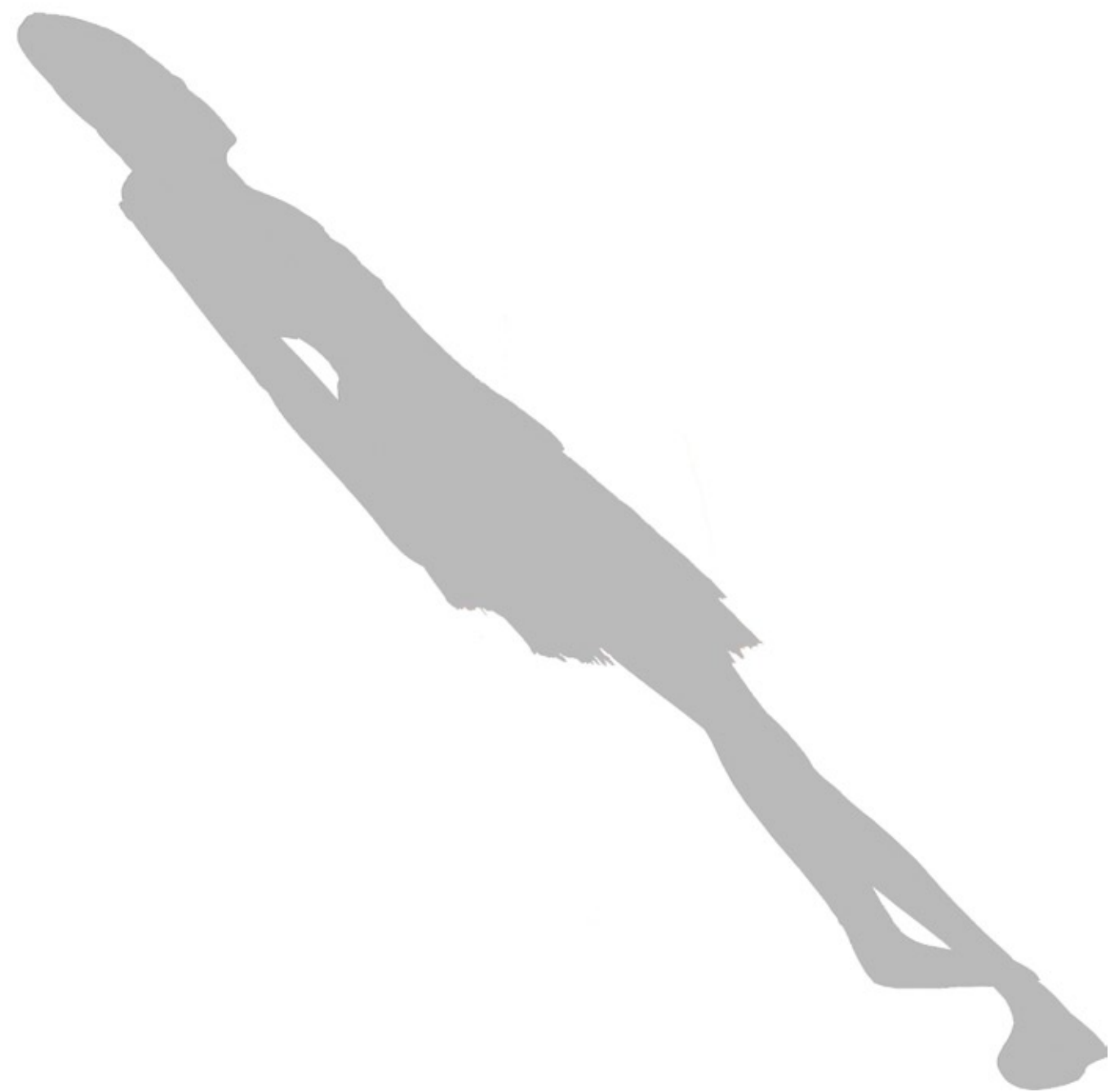
162

fa, quel che fa, quel che fa, voi sa -
macht, was er macht, was er macht, ach, ihr


168

(Parte.)
(Er geht ab.)

- pe - te quel che fa.
wißt schon, was er macht.






Non Violent Dating (NVD)
 a declaratory relief

NVD is a movement and a call for non violence in relating and communication, applied not only in a physical sense but in all manners of existence. It calls for awareness and developing moral duties towards protection and nurturing of the self and of all other living beings during all manners of exchange. It therefore excludes self violence as well as partner violence and/or injury on all levels, from gross to subtle.

NVD is against disenchantment, loneliness, rage and despair, subjugation, manipulation, guilt, projection and illusion.
 NVD can protect you against STDs.
 NVD fights bloating, gas, overeating, insomnia and mood swings.
 Criminals and armed attackers are not protected by NVD.

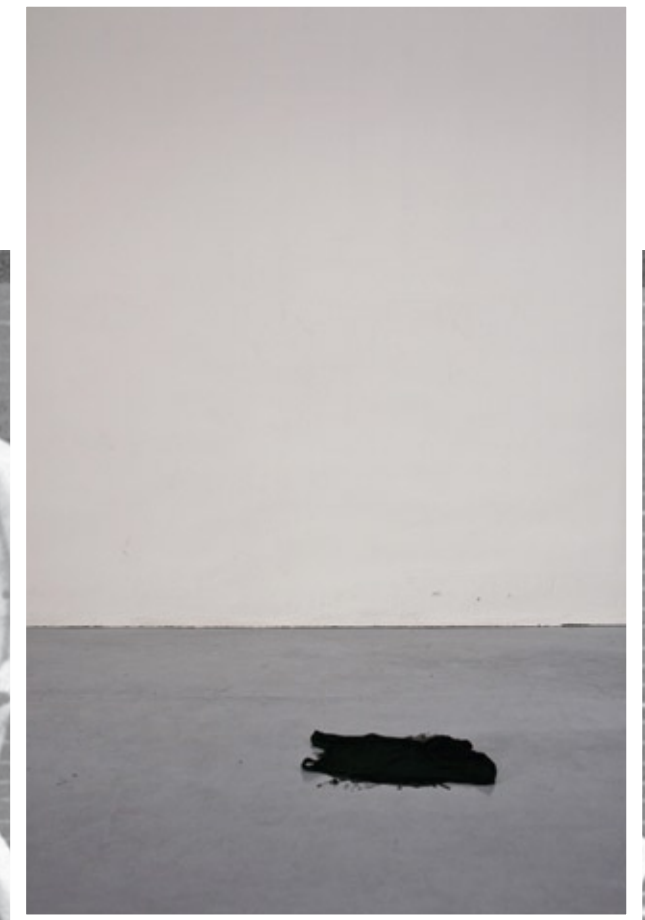
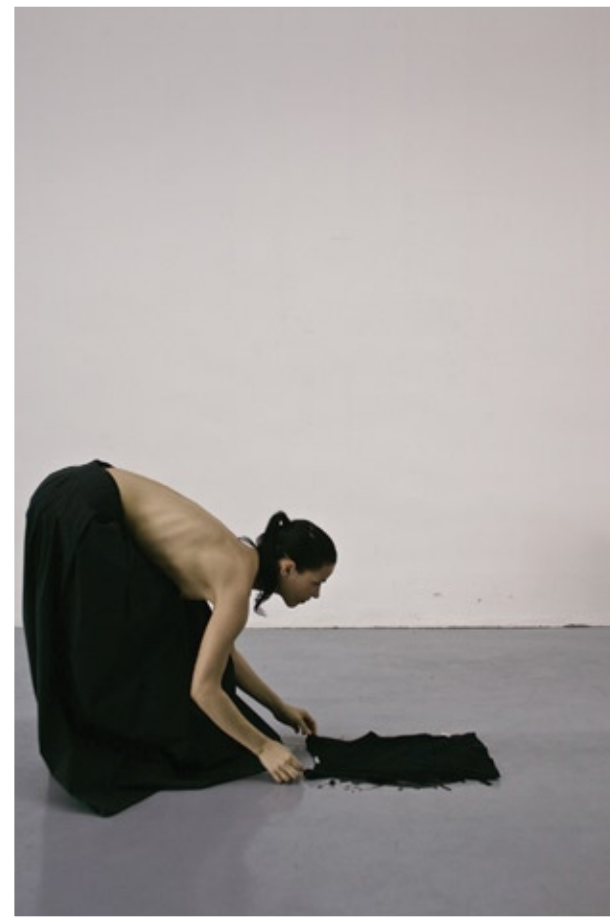
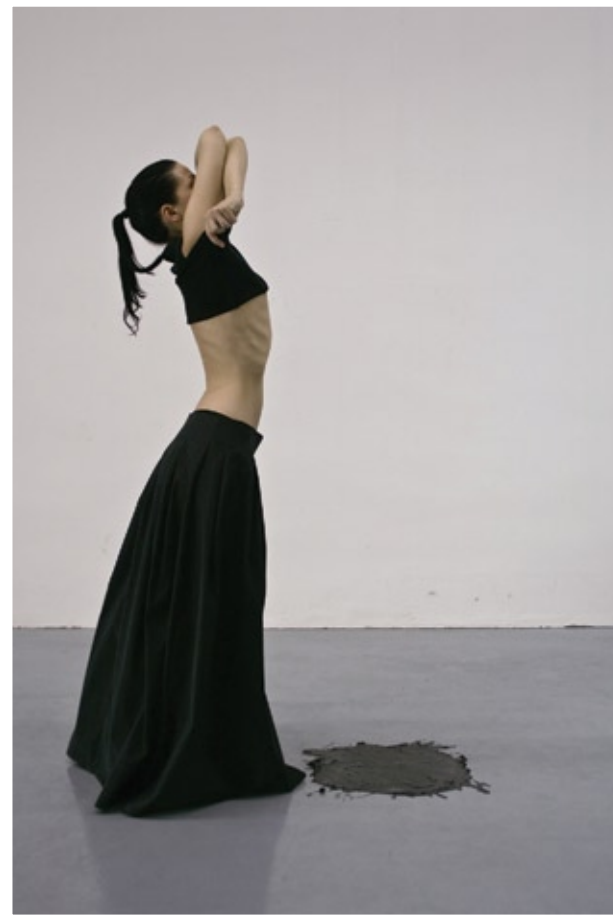
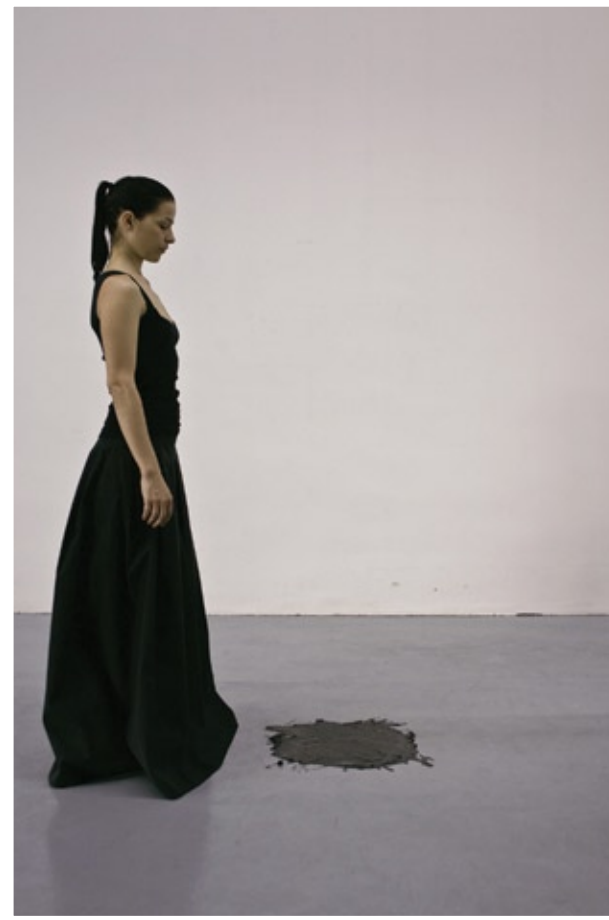
ananatural production 2007

ACTUAL SIZE



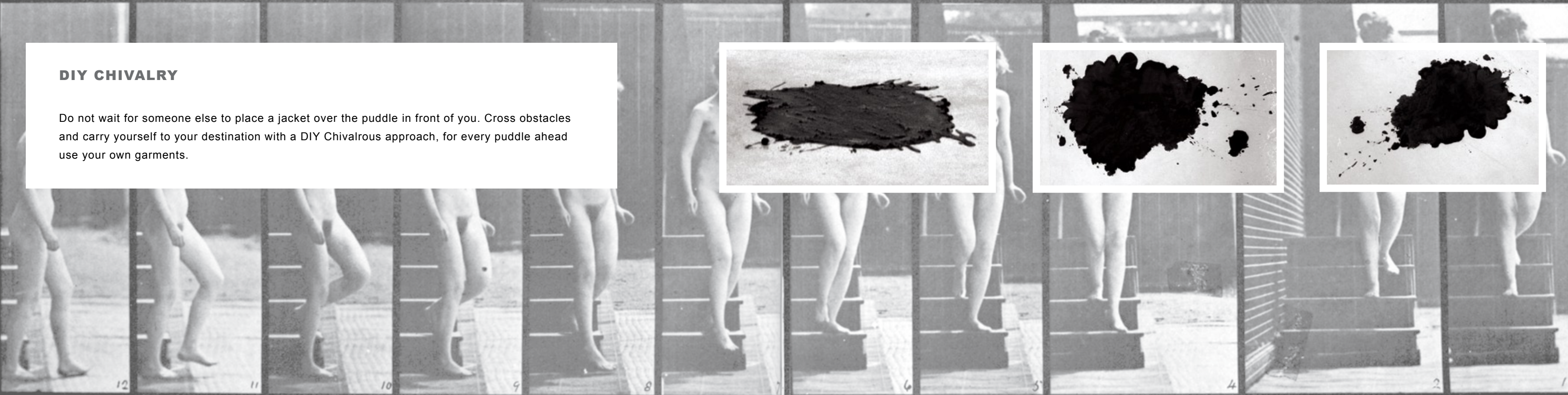
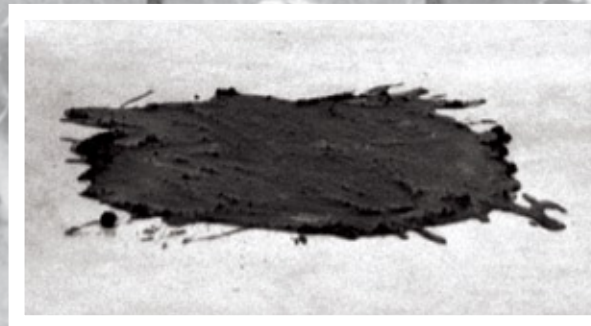
For all dating and relating purposes, the NVD medal is a generous and nurturing gift. Combining the tenet of ahimsa (the sanskrit term for non-violence), Ghandi and the UN methodologies, this object is an efficient conflict resolution tool.

The cool porcelain absorbs body heat and its form as the most grounding effects. Placed directly on the skin it is cooling and soothing. NVD comes in a soft pink pouch which makes it easy to carry around as a reminder that we are all delicate, fragile human beings.

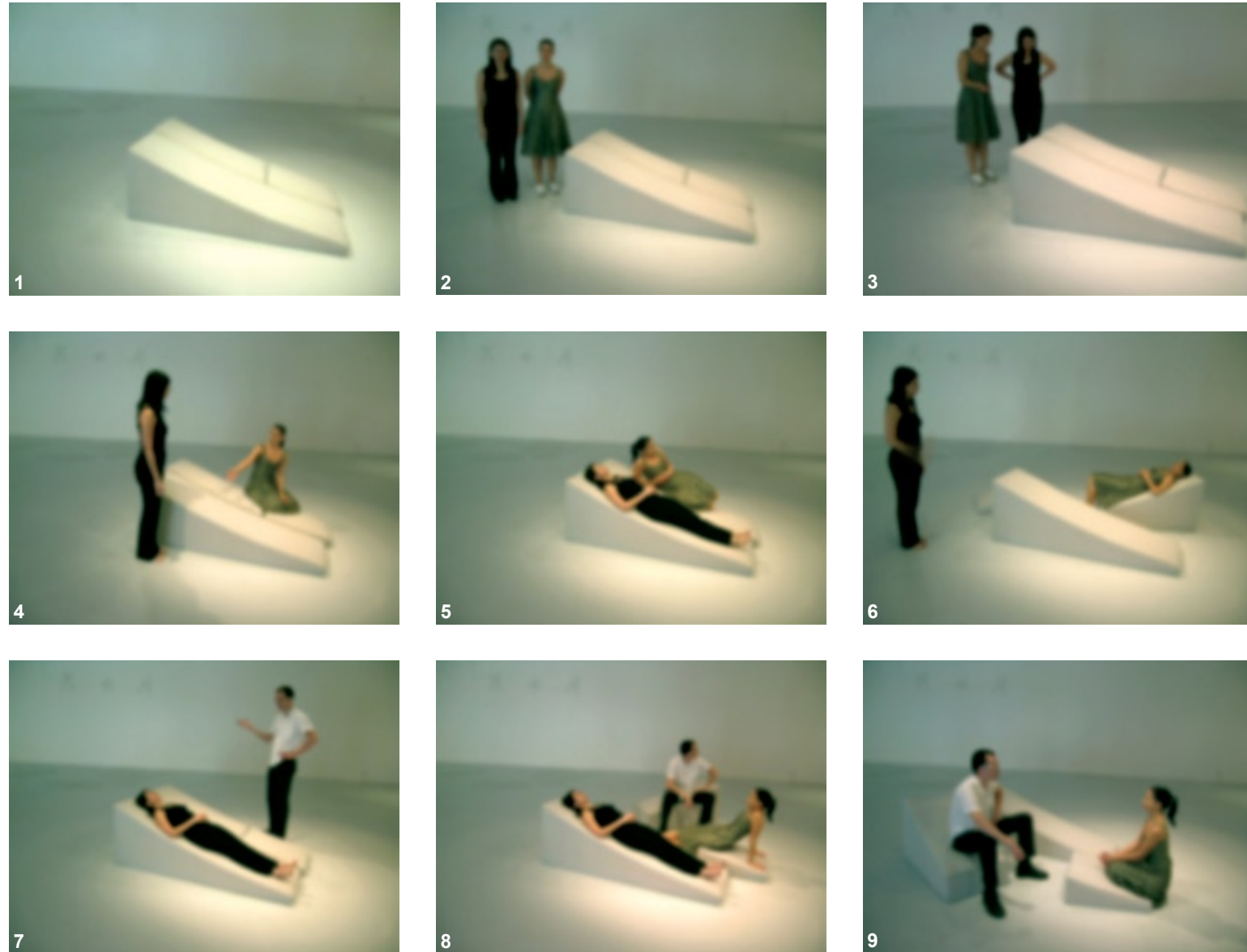


DIY CHIVALRY

Do not wait for someone else to place a jacket over the puddle in front of you. Cross obstacles and carry yourself to your destination with a DIY Chivalrous approach, for every puddle ahead use your own garments.



THE GREAT INCORPOREAL COUCH

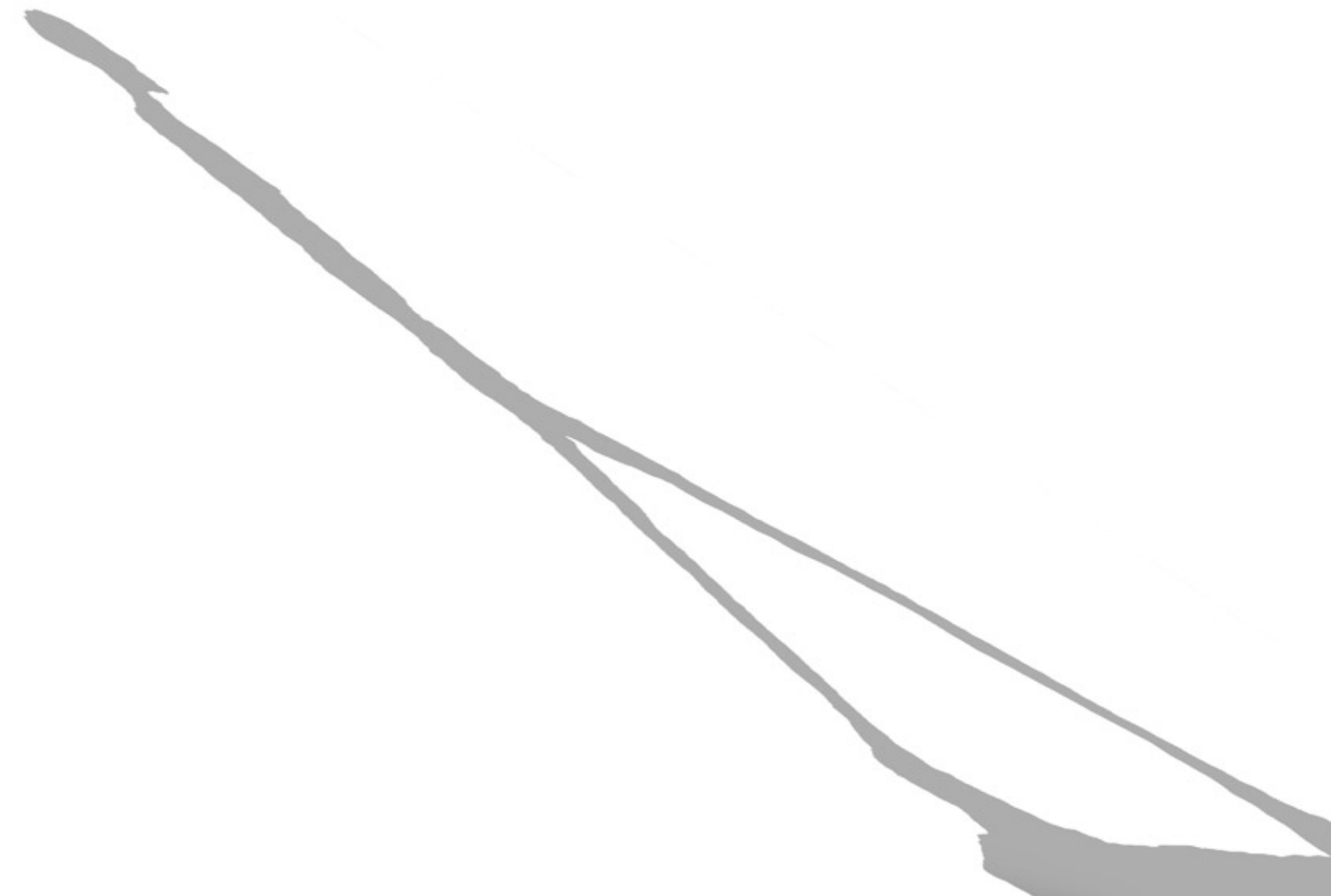


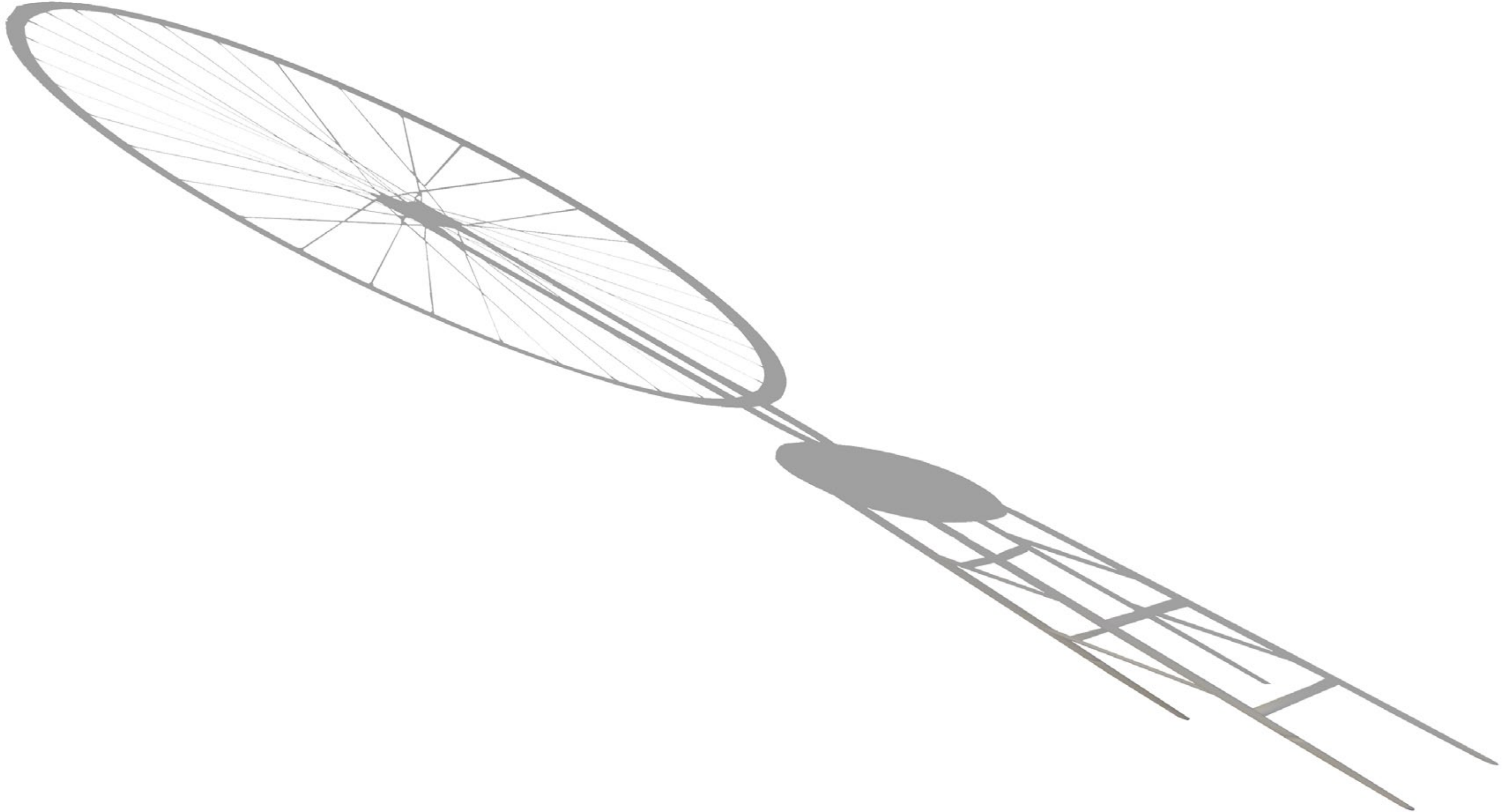
The Great Incorporeal Couch

Hard at work on a gallery tramp, there is little respite save the gallery couch that appears rarely, and often is neither comfortable nor in harmony with its surroundings. The Great Incorporeal Couch works to meet the demands of looking at art, in comfort and with style. Combining sensuous relaxation and meditative support, the couch eases itself into the gallery space, designed for lounging and encouraging companionship for conversations on art.

Recalling the chair as the essence of furniture design and its portrayal in art as anthropomorphic presence, the couch is also an artwork where social relations within the gallery become focused as both audience and artwork become folded into each other, creating a nexus for the politics of looking and being observed within the gallery space.

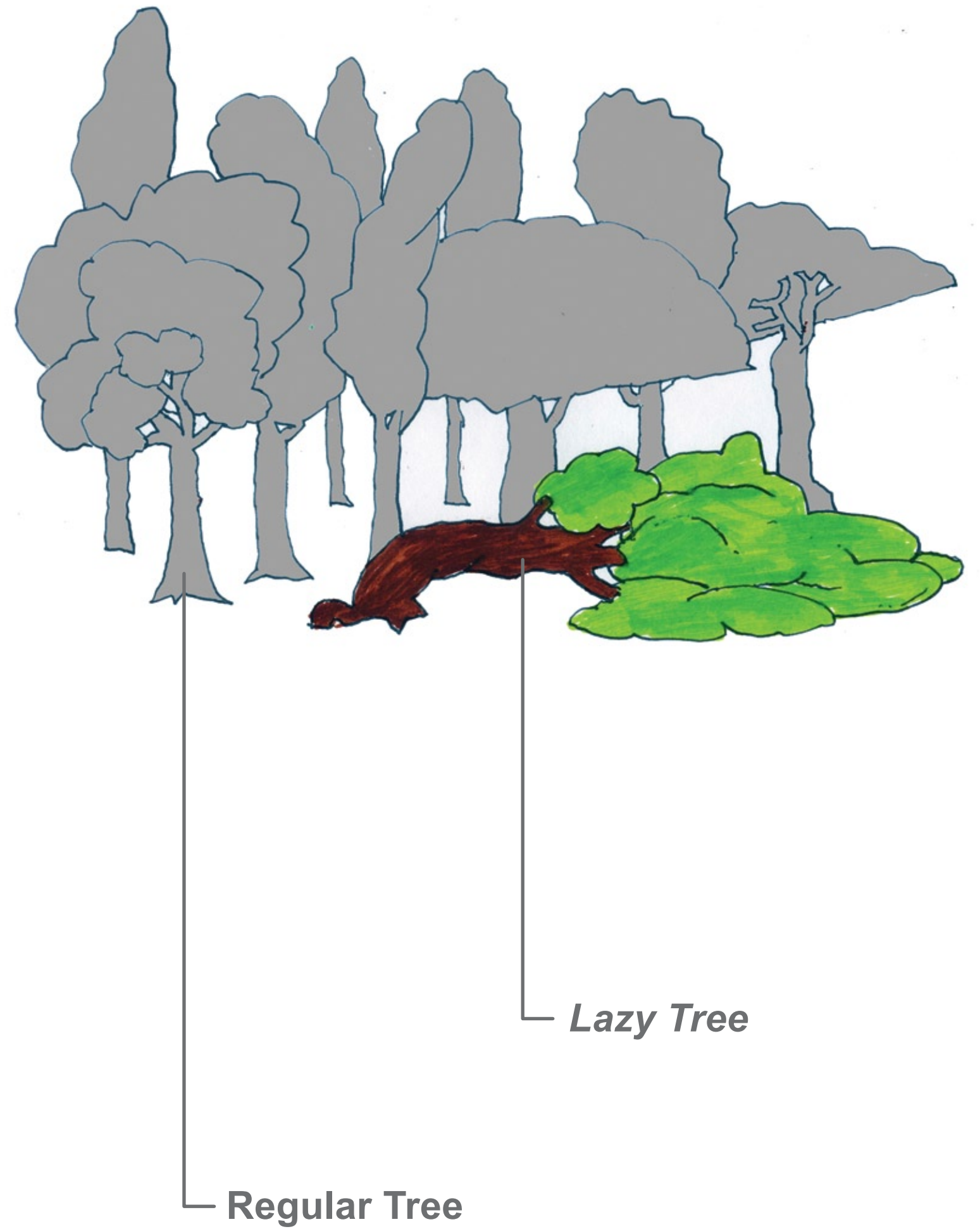
Text by June Yap







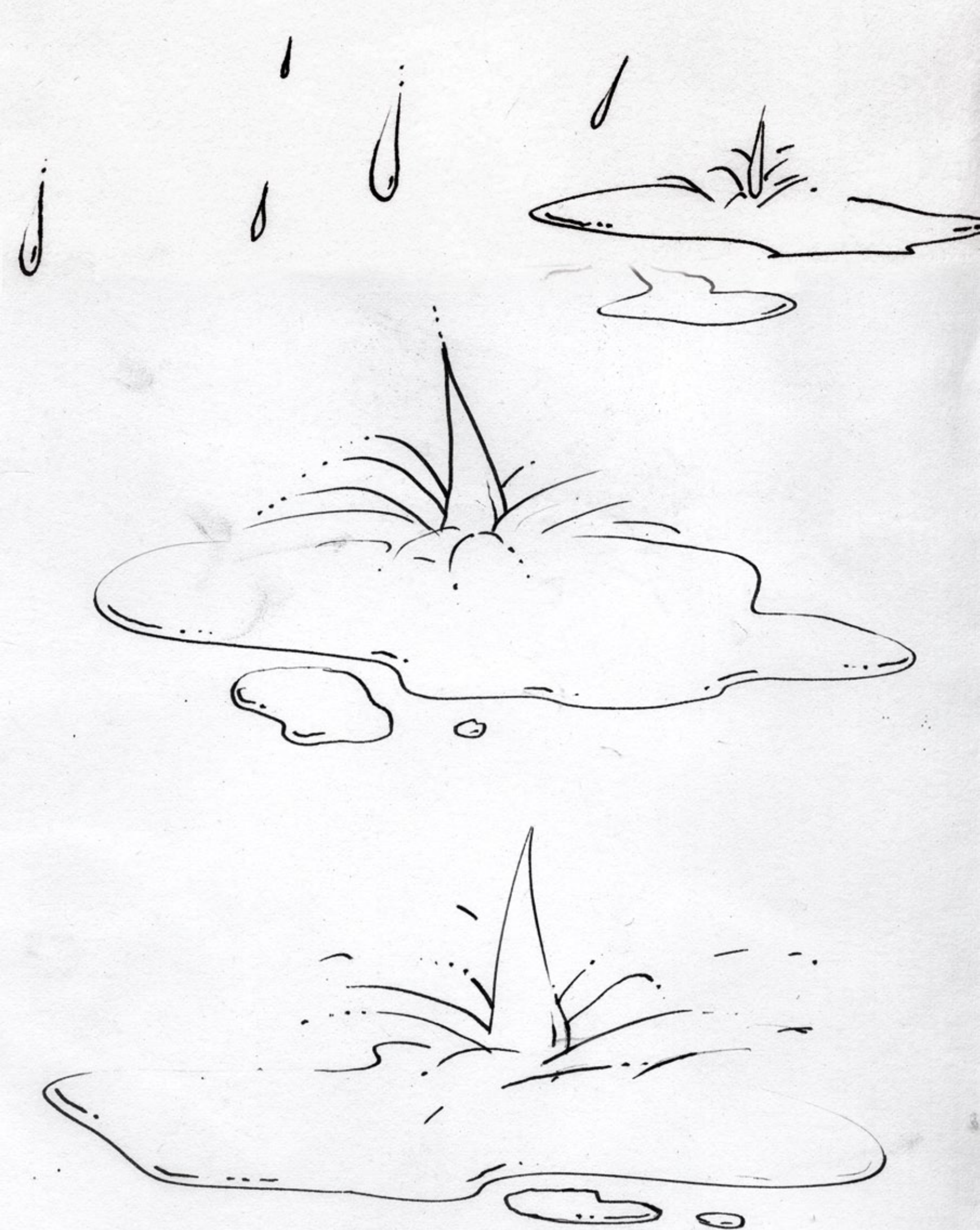
LAZY TREE IN NORMAL FOREST



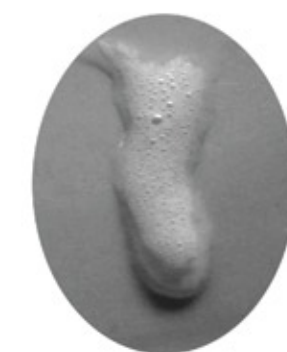
Lazy Tree

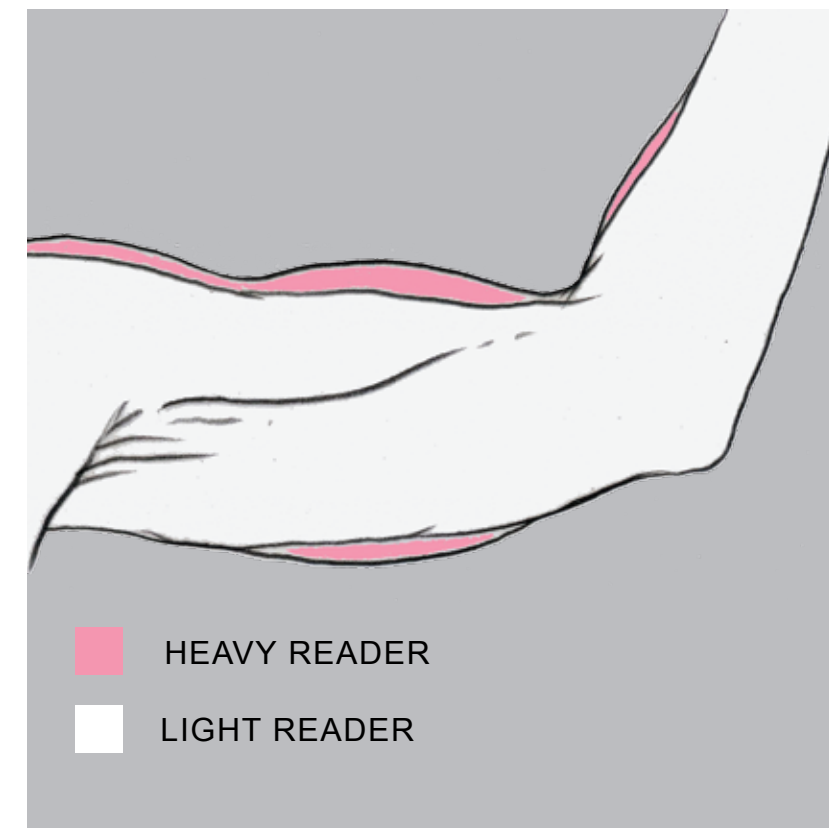
Regular Tree

LAZY TREE IN NORMAL FOREST



When you play
59 cm to the right
on the flute
a puddle of saliva is created.
70% of it is water
plus some antiseptic
and analgesic properties.....
producing a pain killer
derived from music
a music derived pain killer





MENS SANA IN CORPORE SANO

Physical evidence of knowledge, developed mind and body with a couple of springs attached to any hard cover book.





This 24-person damask tablecloth with napkins belonged to the late Romanian dictator Nicolae Ceausescu and his wife Elena. It was used for official dinner parties at their palace in Bucharest from the late 1970s until they were executed in 1989.

I propose a series of dinners with menus drawn from the cookbooks of Marshal Tito and fellow world-political figures and a guestlist of contemporary artists, writers, critics, local politicians, hunters, political activists, actors, collectors and dealers.

These dinners might be scheduled periodically in the MONA restaurant and the menus developed in consultation with the resident chef.

ROMÂNIA

№ 0002716

A.P.P.S.

ADMINISTRAȚIA PATRIMONIULUI PROTOCOLULUI DE STAT R.A.

CERTIFICAT DE ATESTARE
THIS IS TO CERTIFY THAT

Se atestă că bunul de la poziția nr. 16 din catalog, cu denumirea
The asset herewith named

Set foto de masa creu din lemn

provine din bunurile personale confiscate de la soții N. și E. Ceaușescu,
precum și din cadourile intrate în proprietatea privată a statului,
supuse vânzării prin licitație publică
potrivit prevederilor Ordonanței de Urgență 101/1999

stems from the personal belongings seized from the Ceaușescu's
as well as from presents now part of the state private patrimony
and is subject to auction under the terms of Emergency Ordinance
No. 101/1999 issued by the Romanian Government

DATA 5.08.2000

ADMINISTRAȚIE GENERALĂ / GENERAL MANAGER,
PROTOCOLULUI DE STAT
AUREL YLAICU

PREȘEDINTELE COMISIEI DE LICITAȚIE /
CHAIRMAN
Mihoreau Tou

STRUKLE U SUPI

(Tito's recipe)

Ingredients:

400 g white flour
3 eggs
6 dl sour cream
1 kg full-fat young cheese
Salt, oil, butter, parsley, water

Mix the flour in a bowl together with one egg, the sour cream, some salt, a splash of oil and butter and some warm water. The dough is ready when no longer sticking to the bowl. Brush the soft dough with oil and let it sit for 30 minutes.

Stretch out the dough on a tablecloth pre-sprinkled with flour. Coat the stretched dough with melted butter.

Add the remaining two eggs and a pinch of salt to the cheese. Distribute the cheese over the entire surface of the dough; it is not necessary to flatten it out.

Roll up the stretched dough carefully and slice it in 6 cm chunks with the edge of a thick plate.

Bring three litres of water to a boil in a large pot, with a pinch of salt. Hand-drop the balls of dough (strukle) into the water and boil for about 15 minutes.

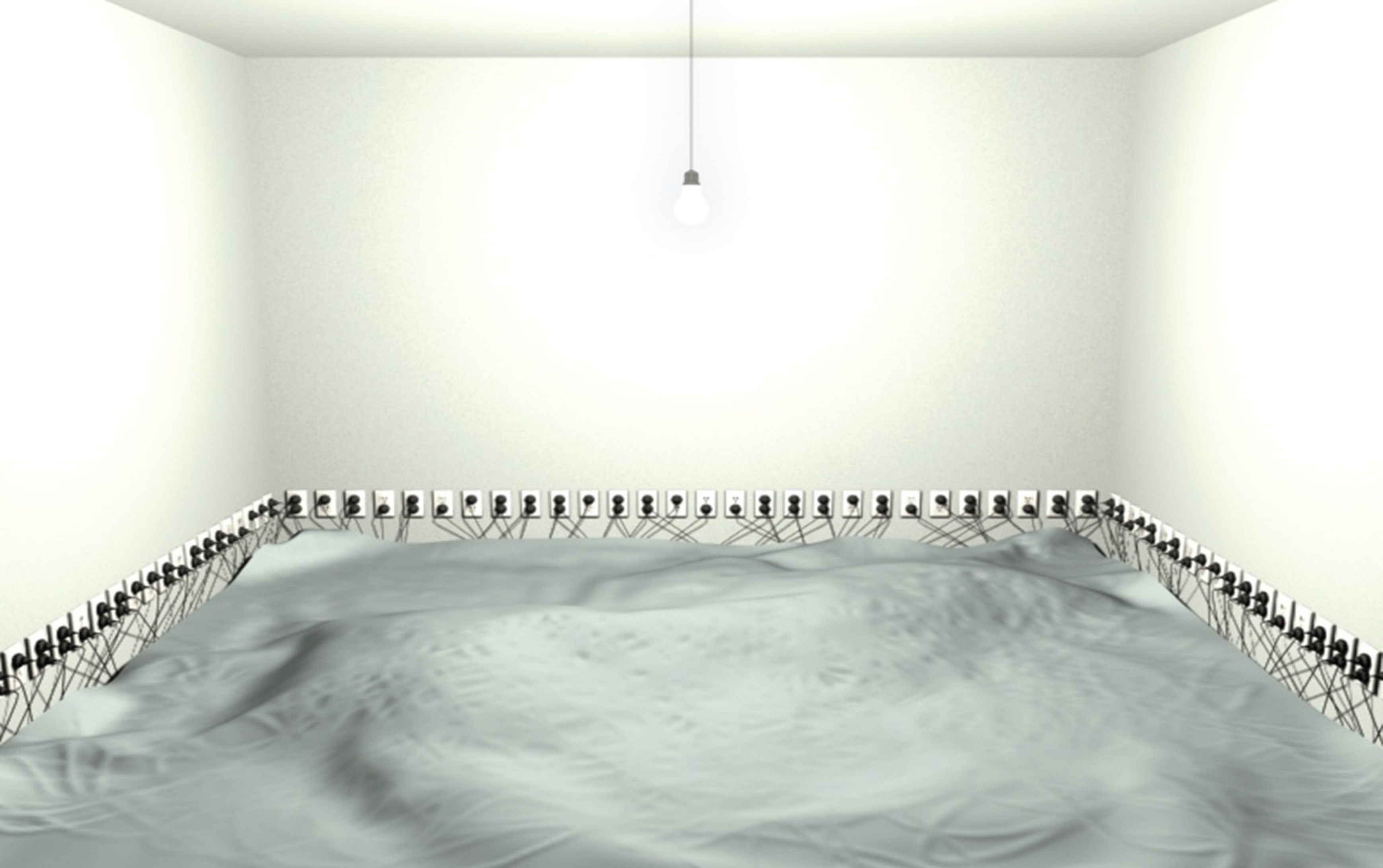
With a ladle, gently place the strukle into a bowl and cover them fully in the water they were cooked in. Add a lot of chopped parsley and serve immediately.

Strukle u supi was one of the dishes on the menu of an official dinner organized in 1968 by Marshal Tito and his wife Jovanka for Mr. and Mrs. Ceausescu and eighteen other guests.

Recipe from *Tito's Cookbook* by Anja Drulovic.



After take off, get out of your economy seat and proceed into business class with a makeshift begging bowl.



When wondering what one would like to do in a bank, laundering money seems like the most obvious and necessary gesture. AP developed an efficient and direct way to do just that, launder money. The services offered:

- an instructional TVC television comercial
- a series of custom made, branded wet wipes (containing antibacterial properties as well as essential oils)
- public service/DIY instruction using the customized wipes

SUGGESTED MONEY LAUNDERING OPERATIONS FOR MONA:

- Free money laundering service (daily one hour service, installation including cart, TVC and edition of money laundering wet wipes)
- Money laundering ATM (with MONA scent)
- Money mountain as museum bench (using the MONA budget in singles)

TVC FOR MONEY LAUNDERING WET WIPES



Fig. 1 Money Laundering Sequence

voice-over:
Who does not want clean, crisp, fresh, scented money?!

prof (holding a 1\$ bill):
A simple American 1 dollar note (could be Australian). Not very much to look at but billions of these are in circulation every day, so why am I holding it with a pair of rubber gloves??

The answer quite simply is that inside this note invisible to the human eye are enough staphylococcus and salmonella bugs to give you at the most extreme a very nasty dose of typhoid fever or even cholera.

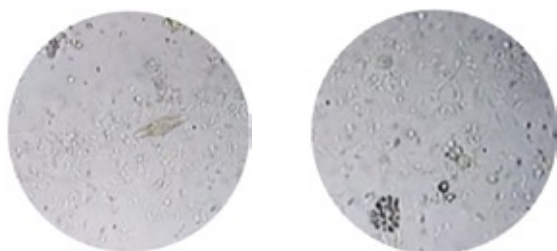


Fig. 2 Salmonella sample on 1\$ note

So, how to go about, lets say purging this note and making sure it is clean for human use.

voice-over:
NOW AT THE TIPS OF YOUR FINGERTIPS
...money laundering wet wipes!

In a few easy steps, with wallet sized wipes...

CULTIVATING A CLEAN MONEY CULTURE.

A new and fresh way to develop love for money and value.

prof voice-over:
MONEY LANDERING MACHINES COMING SOON TO BANKS AND ATMS
NEAR YOU!

AT THE TIPS OF YOUR FINGERTIPS (towards a clean money culture)



Fig. 3 Branded wet wipes

A PROPOSAL FOR SCENT-BRANDING

This is a call for fragrance-dispensing money ATMs (automated teller machines)!

Having manually laundered over \$8,000 and interviewed more than 300 individuals across a wide demographic (from financial advisors to artists) we found that over 90% of those asked expressed that there is a demand for fragrant and clean banknotes.

Preferred scents polled were lavender and lemon (70%) followed by pine and cedar (20%) freshly cut grass and Downy fabric softener. In the survey, only two were of the opinion that money should maintain its grimy/unwashed smell.

*The ATMs would be customised with the help of an engineer, adding a scent dispensing element to it.

*An antibacterial emulsion will be added to each fragrance used.

Functioning as both a campaign for hygiene and as a public art project, these specially modified ATMs would also facilitate scent branding for a commissioning or sponsoring company. Scent branding is a powerful method of advertising and promotion, and money is the most circulated "surface" there is, over a trillion is exchanged every day. However, it is illegal to alter it in any way, except for its scent!

Imagine going to a Gucci store and withdrawing \$300 of "Envy" scented money! Or to Marc Jacobs and withdrawing \$500 in "Daisy" or "Cucumber"! Or at a MONA scented ATM? The fragrance would be triggered every time one's wallet is opened and the money passed on.



Fig. 4 Money Laundering in the UBS Lobby

MONEY MOUNTAIN



Money-mountain, or money-mountain museum bench, amplifies the idea of using money as production material.

A tribute to Uncle Scrooge, the relative of Donald Duck, and the inspiring, wild and almost riotous images of him diving through money, the money-mountain museum bench is an installation that demystifies and re-romanticizes the relationship between banking and art viewing, offering both comfort and distance/ detachment.

A money-mountain bench also presents a comfortable way to return to an idyllic, sincere and authentic approach to home economics. It is said that Scrooge had three cubic acres worth of money, and that he could no longer sleep at night because all the money he was storing under his mattress raised his bed too close to the ceiling, necessitating a more suitable method for storing his money, a solution to which is the money-mountain bench.



ANANATURAL PRODUCTION MONEY LAUNDERING AGREEMENT

Welcome! We are pleased that you want your money laundered. Here is how it works:

- WHEN:** Money for laundering is accepted at any time that we are open.
- WHAT:** Paper money only. No coins, credit cards, and no subprime notes.
- CONDITION:** Green and wrinkled, soiled and stained.
- PRICING:** Free. But tips are welcome.
- LIABILITY:** If you are dissatisfied, we'll gladly launder your money again!
- DURATION:** We will clean money daily for the five days we are open. If you get your money to us early in the day, we will have ready that evening.
- PICK-UP:** You don't have to pick up your money if you don't want it back. Any money left after the project closes becomes another project.

Ananatural Production

By: _____
Ana Prvacki, CEO

RECEIPT FOR FREE MONEY LAUNDERING

Name: _____ Cleaning Date: _____

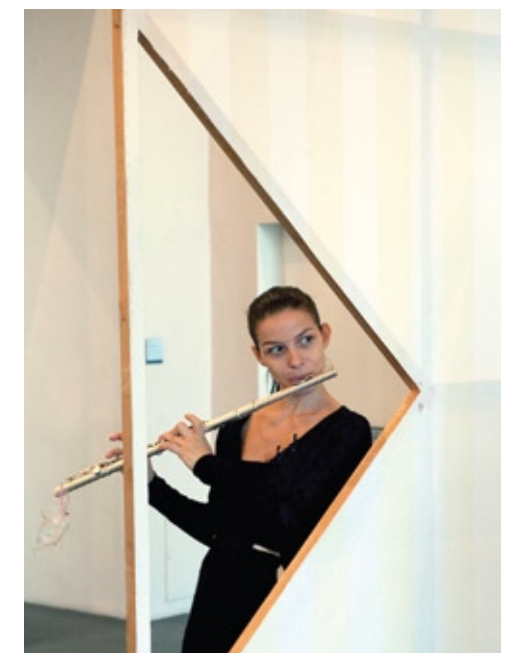
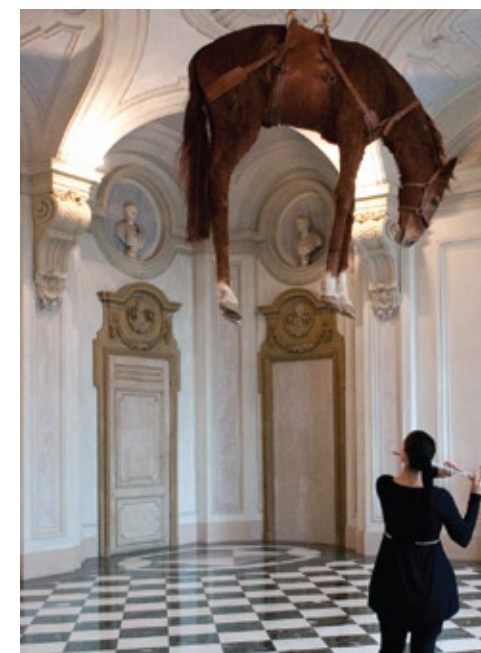
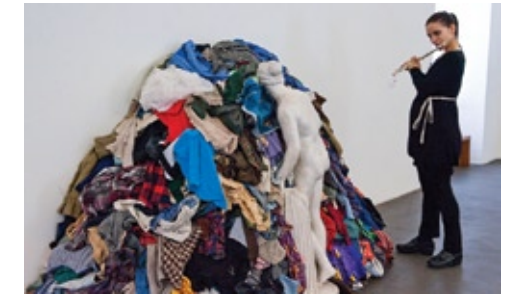
Address: _____ Dollar Amount: _____

City, State, Zip: _____

Email: _____

Phone: _____

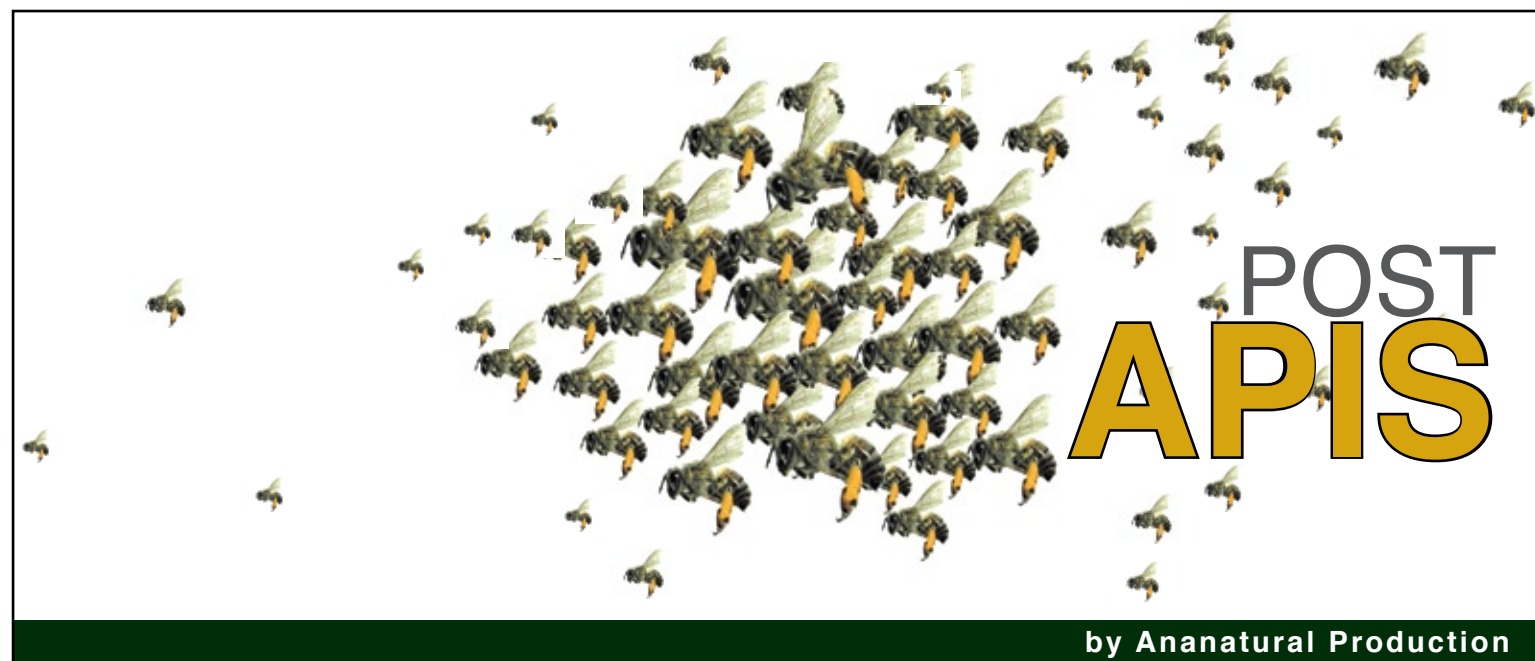
Birth month: _____ (Birthday discount offers)



WANDERING BAND PRACTICE

Invite local wind and brass musicians into museums and galleries to use the space for their daily practice routines. Informally practicing scales, tonal exercises, trills and various sonatas, musicians roam through the museum's galleries while playing- exploring the visual and the acoustic. Daily practice literally breathes life into the space, bringing sound to sight and sight to sound.

*Weather permitting, organize Wandering Band Music Marathons in different neighborhoods and communities. Unlike a marching band, Wandering Band is a loose and spontaneous musical stroll which enables musicians to practice while exploring the city, playing through the streets, parks and visiting sights. The Wandering Band should not interfere or block traffic but respect all traffic regulations.



Honey Jar Label

The Colony Collapse Disorder phenomenon has been affecting bees all over the world and causing the en masse disappearance of Apis Mellifera (Western Honey Bee). As a precaution Ananatural Production proposes POST APIS measures to save honey.

POST APIS is a new honey banking system. It offers a customized and personalized security system for honey which acts as both protection of, and investment in liquid gold. A safe deposit box or private safe provides the ideal solution to keep your valuable honey stored with maximum security while also remaining close at hand. Easily accessible and custom catered to different lifestyle demands, local honey* is placed in safe deposit boxes in banks vaults around the world and/or in a private safe in your home or office.

AP recommends all households to start to safe guard their local, organic honey using a padlock and/or a special hiding place and also to consider the benefits of including honey in wills and trusts. For POST APIS investors and collectors, AP will advise on correct storage of honey, which, if properly sealed can last up to 2000 years.

Bank arrangements can be made in chosen locations and AP will assist with selecting the most suitable local honey and the proper storage method. POST APIS home safes can either be installed as wall safes with a custom painting included to cover the safe, or as a free-standing safe with a customized sculptural enclosure. AP provides assistance in honey selection and storage as well as proper consumption when necessary.

The painting concealing the wall safe will reference historical depictions of bees and honey such as the 'Portrait of Napoleon I in His Coronation Robes' by Lefèvre or Albert Durer's 'Cupid the honey thief'. Themes of pollination, politics and love may also be explored.

The sculptural enclosure of the free standing safe option will be based on the beekeeper's hive. The beehive sculpture can be customized in either antique or contemporary styles. AP will also offer a series of dietary, health and beauty tips using honey and other products that would disappear without the pollinating services of the Apis Mellifera.

*Local honey is honey raised closest to ones living area. It is proven most efficient for fighting allergies and boosting the immune system. Organic honey is preferred, meaning the apiary is surrounded with at least 4 miles of organic farmland. AP will establish contact with local organic beekeepers to assure the highest quality honey.

PRECIOUS HONEY OAT COOKIES

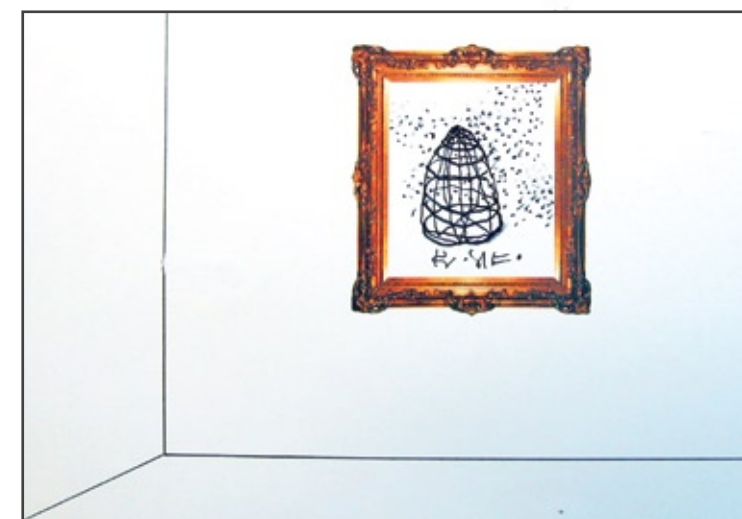
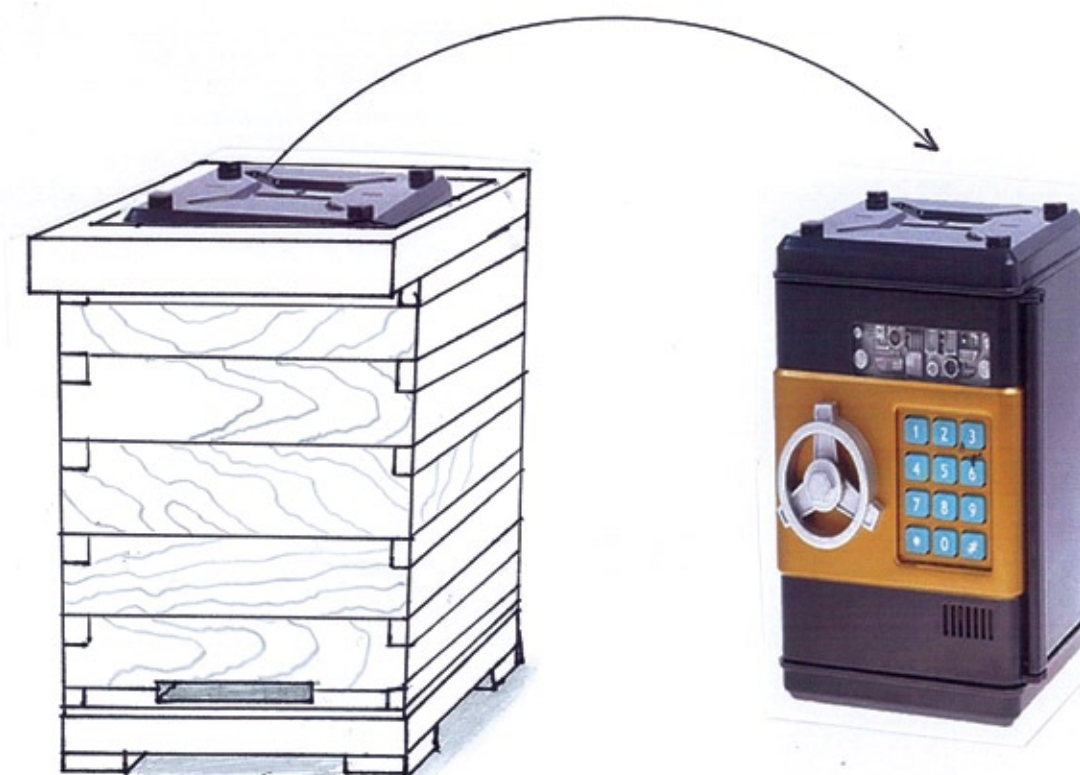
INGREDIENTS:

- 2 cups ground oats
- 1 cup quick oats (for chewier version soak regular oats in 1/2 cup soy milk overnight)
- 1/4 tsp sea salt
- 1/4 cup HONEY
- 1/4 cup vanilla or plain soy milk, or other non-dairy milk
- 2 tbsp ghee

Chopped dates, raisins or nuts (optional). Keep in mind that if there is no pollination almonds and raisins may not be available. As they are perishable foods they can be stored in the safe for only up to 2 years.

Preheat oven to 350°F (176°C). Oil the baking dish with ghee. In a large bowl, combine all the dry ingredients. Add the wet ingredients into the dry mixture stirring until well combined. Transfer the mixture to the baking dish, either pressing down into an even surface cut into bars or by making cookies. Bake for 20 minutes, then remove and let cool.

To soften or sweeten the oat cookies dunk them into pure honey or tea sweetened with honey.





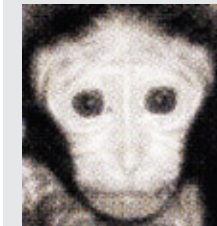
BEET PINK

Use beet juice to color and/or marinade foods. Especially efficient for mashed potatoes, chicken breast, white rice, cauliflower and yogurt.



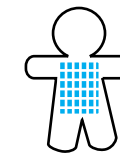
BABY FLIGHT

Weekly flights should be organized by all major airlines catering only to parents and children (infants to 4 year olds).



ROBBING THE MONKEY FOREST

Well known for their dexterity and craftiness, resident monkeys of the Sacred Monkey forest in Padangtegal, Ubud in Bali have been accumulating a fortune over the years. The Macaque monkeys have been stealing designer sunglasses, purses, wallets, passports and jewelry from the tourists and raiding the rice field and snatching items from souvenir shops. Considering that the forest has up to 10,000 visitors per month, the amount of stolen goods is considerable. AP proposes an organized re-robbery of the forest.



SOLAR POWERED DOLLS

Replace battery operated dolls with energy saving and educational solar power. Mini panels can be installed on the back of any doll. When the doll starts to slur its words leave it in the sun to recharge.



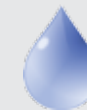
DEMOLLAPSE

Invent a self imploding diet pill



RAILAROMA

Add essential oils to the wheel and rail grease mixture, also apply on the railway tracks in the station. The friction will activate the fragrance.



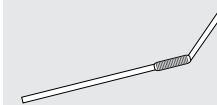
FRIDGE FOUNTAINS

Make fridges with miniature fountains inside of them. Could be paired with water and ice cube dispenser.



NAIL ART VISION

Make nail extensions with magnifying glass embedded, long nails AND zoom.



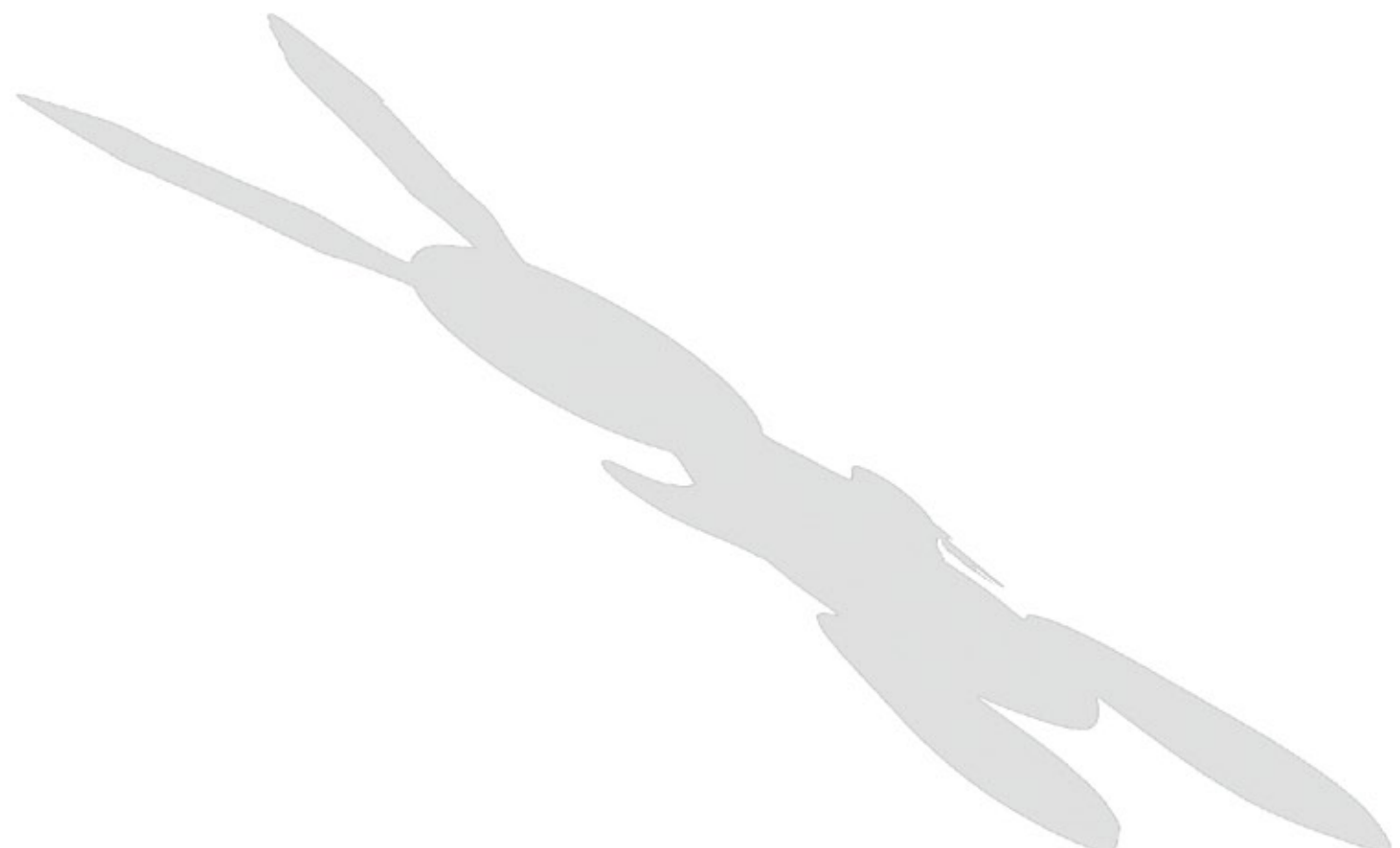
FILTER STRAW

Design a straw that filters alcohol from any beverage.



XXL BODY OF CHRIST

Make the eucharist 25% bigger, open the mouth and heart wider.



ANANATURAL PRODUCTIONS VOTING FORM



Please vote for each idea on a scale of 1 to 5. Colour in the flute playing girl according to your level of preference for each idea. Please see the example at left. Thank you for participating!

AN ANANATURAL PRODUCTION ORIGINAL

YOUR VOTE

STEALING SHADOWS



THE CATALOGUE ARIA



NON-VIOLENT DATING MEDAL



DIY CHIVALRY



THE GREAT INCORPOREAL COUCH



LAZY TREE



MUSIC DERIVED PAIN KILLER



SPRING BOOK



TABLECLOTH FOR 24



BEG BUSINESS



TESLA LOUNGE



AT THE TIPS OF YOUR FINGERTIPS



WANDERING BAND



POST APIS



STEALING SHADOWS

