

Welcome to the More&More store!

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MORE&MORE is dedicated to making its patrons feel comfortable with container shipping. Featuring products you actually might want to have, MORE&MORE is an outlet for knowledge, objects, and swimsuits.

The MORE&MORE store consists of a unique line of iconic products made of 3D plastic powder, (HS 391690), plaster (HS 340700), homegrown fungus (HS 060290), coffee husks (HS 090190), grey choco-late (HS 170490), and grey soap (HS 340111) (don't you love grey?) Each item in the MORE&MORE store has been carefully crafted to depict one of the 26,000 categories listed in the HS code, used to classify all legal (and some illegal) products shipped between nations.

Using MORE&MORE's proprietary software (moreandmore.world), you can generate a custom swimsuit depicting a product shipped to a nation of your choice from a nation of your choice. Your custom swimsuit textile will reflect a variety of companion items that could have been shipped along with your desired product—perhaps in the very same container! In a MORE&MORE custom suit, even you, little human, can float alongside a container ship, and accompany your products out to sea. The Harmonized Commodity Description and Coding System, or Harmonized System (HS), rules the world. With roughly 26,000 items in 99 categories, the HS code constitutes all there is to buy, sell, use, and consume.

The MORE&MORE store is an installation that tangles HS code, supply chain questions, materiality, legal/illegal loopholes, and consumption into a store-like display, mirroring a consumptive model.

The objects for sale were chosen for their poetic place in the ocean of products: objects we depend on, objects that are disposable and replaceable, objects of status, and objects of violence, many of which allude to labor issues, and are often produced or shipped illegally using the HS Code as a cover. The objects appear in sets, and seemingly degenerate sequentially as their materiality shifts from 3D printed powder to plaster to fungus and coffee husks. The supply chain shortens; the objects become beautifully undesirable.

Two vitrines display soaps and chocolates: bite-sized representations of weapons, e-waste, and sea life. Hand-made of pure materials, such as essential oils and edible charcoal, these objects stand in stark contrast to the mass-produced goods that are shipped globally. Both sets are the color of grey goo, so that the edible and inedible are nearly indistinguishable (aside from the HS icon shop signs).

A selection of swimsuit samples are displayed on one wall of the shop; each of these represents an import/export relation between two nations. The nations represented by the gradients of the swimsuits correspond to the major port nations on display in the containerized animations in the main room of the gallery. Adjacent to the swimsuits is a kiosk where visitors can design and purchase their own unique swimsuits, printed in China by PAOM.com, with a handsewn label made in the USA and crafted by the MORE&MORE team.

Shop from home at moreandmore.world

MORE&MORE is Marina Zurkow, Sarah Rothberg, and Surya Mattu

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