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**The NANO Supermarket is an exhibition disguised as a supermarket which presents speculative nanotech products made by artists and designers that may hit the shelves within the next 10 years.**

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Medicinal candy, interactive wall paint, a wine which taste can be altered with microwaves, a twitter implant, and much more: our traveling mobile shop allows people to experience the impact of nanotechnology on our everyday lives. The debate-provoking nanotech

products in the NANO Supermarket are both innovative and useful as well as uncanny and disturbing. Our products function not so much as predictions for the future, but rather as scenarios for potential futures, that help us decide what nano future we actually want.

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## WHAT DO WE OFFER?

- 1 THE NANO SUPERMARKET BUS
- 2 A SCALABLE INDOOR NANO SUPERMARKET
- 3 WORKSHOPS
- 4 LECTURES
- 5 A PHYSICAL BROCHURE
- 6 TRAINED GUIDES

## WHAT'S THE PURPOSE?

We aim to stimulate debate on how emerging technologies impact our everyday lives and in a broader perspective, society.

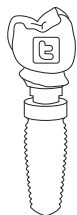
## FOR WHOM?

The NANO Supermarket is targeted to appeal to a general audience; we've got something for everyone!

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## DESIGN FOR DEBATE

Some products are beautiful, others uncanny. But they're all intentionally designed to provoke debate. This combination makes visitors reflect on controversial issues like genetic modification or body implants.



THE TWITTER IMPLANT SHARES INFORMATION ABOUT YOUR HEALTH WITH YOUR SOCIAL NETWORK AND YOUR INSURANCE COMPANY FOR DISCOUNTS ON YOUR MONTHLY FEE.

## MEDIA EXPOSURE

The NANO Supermarket has drawn local, national and international media attention, due to the highly visible nature of the content. Download our mediakit here: [www.nanosupermarket.org/press](http://www.nanosupermarket.org/press)

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## CULTURAL IMPACT

The provocative products and accessible presentation have a strong impact on public understanding of emerging technologies



## DOOR-TO-DOOR BROCHURE

The brochure is an integral part of the whole nano supermarket exhibition. Its enstranging supermarket-noir look provokes curiosity and attracts visitors. We spread it in the surrounding area of the exhibition for publicity.



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**So you are thinking about hosting the NANO Supermarket? That's great! We would like to ensure you with some practical information. Please read this form carefully.**

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## **TRANSPORT**

Our scalable indoor expo can be transported to any location in the world and will be made to measure. It can contain up to 16 products placed on customized tables on which each product's description has been printed, up to 5 banners and the NANO Supermarket brochures. The indoor exhibition can cover an area of up to 100 m2

- COVER AREA UP TO 100 M2
- 16 PRODUCTS
- 16 CUSTOMIZED TABLES
- 5 BANNERS
- NANO SUPERMARKET BROCHURE

## **LOCATION**

The indoor NANO Supermarket has the most impact when it is presented in a separate room in your event building. Places where the indoor version of the NANO Supermarket has been presented and which generated optimal effect:

- (ART AND DESIGN) BIANNUALS
- MUSEUMS
- SCIENCE CENTERS
- UNIVERSITY CAMPUSES
- (TECHNOLOGY) FESTIVALS

## **COSTS**

The costs of hiring the indoor NANO Supermarket include preparation, product models and NANO Supermarket brochures, but excludes transport and insurance. As the indoor exhibition is scalable please contact us for a detailed offer to meet your wishes

Indication of the costs:  
a 12 m2 expo in The Netherlands with 6 products costs 2000 EUR ex transport/insurance  
a 100 m2 expo in a European country with 14 products costs 8000 EUR ex transport/insurance

- RATE FOR 12 M2 / IN THE NETHERLANDS / 6 PRODUCTS € 2.000,-
- RATE FOR 100 M2 / IN EUROPE / 14 PRODUCTS € 8.000,-

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## **CONTACT**

TIM HOOGESTEGER  
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TIM@NEXTNATURE.NET  
0031653813986



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Please fill in this digital form accurately and return it to us via email.  
We will get back at you as soon as possible.

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## CONTACT INFORMATION

NAME CONTACT PERSON

PHONE NUMBER

EMAIL ADDRESS

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## INFORMATION ABOUT THE EVENT

NAME EVENT

DATE

CITY/TOWN

SHORT DESCRIPTION

GOAL OF THE EVENT

TARGET GROUP

EXPECTED AMOUNT OF VISITORS

OPENING HOURS (MAX. 8 HRS)

ADDRESS LOCATION EVENT

IS CATERING AVAILABLE FOR CREW?

YES

NO

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## CONTACT US

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[WWW.NANOSUPERMARKET.ORG](http://WWW.NANOSUPERMARKET.ORG)