



# Ant Farm

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## Inflatables

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**Arte Útil archive nr:**  
057

**Initiator:**  
Ant Farm

**Location:**  
United States

**Category:**  
urban-development

**Users:**  
Chip Lord and Doug Michels,  
Hudson Marquez and Curtis  
Schreier

**Maintained by:**  
Ant Farm

**Duration:**  
1968 - 1978

**Description:**

The project consisted in a anti-architectural structure that was cheap, easy to transport and quick to assemble. The structures had no fixed form and they promoted a type of architecture outside the expert knowledge field. Inflatables hosted conferences and various events like festivals, university campuses, conferences, lectures, workshops and seminars. To move the structures, they used a customized Chevrolet van, called Media Van, that turned into a mobile studio to share information and images. The van was also indispensable as a power generator to inflate the structures. The artists produced the Inflatocookbook, a manual for making your own structure.

**Goals:**

To promote ideas that have no commercial potential, embracing the latest technologies at the same time as they criticize American culture.

**Beneficial Outcomes:**

Conferences and various events were conducted freely because they developed in their architectural inflatables.

**Images:**

