

Cupcake Karma

Project Proposal

Background

This project is the latest in a series which question social attitudes in modern urban environments by facilitating opportunities for interaction with others in cities. References include the writing of Anna Minton¹ and Jane Jacobs² regarding trust between strangers.

What does the project involve?

The project facilitator will offer a stranger a cake, which will be decorated with a compliment, kind message or uplifting comment designed to make the recipient feel good, or provide a mood-boost.

No further interaction is required but it is hoped that the offering is accepted. The recipient will also be given a small printed slip (see attached) explaining the project and inviting them to give feedback on the experience (and possibly the cake!) in verbal form. The recipient is under no obligation to comply and acceptance of the cake does not imply any commitment to further participation on their part.

Cakes will be photographed and presented in an online gallery along with anonymous sound recordings of any feedback obtained. There will also be a written analysis that assesses the success of the project.

How does it aim to benefit the recipients?

The project aims to promote consideration of confidence in, and trust of strangers in recipients, especially where the cake is accepted and both parties engage in some form of positive interaction as a result.

This will be assessed on any verbal feedback gathered and the reaction of selected recipients, including their decision to refuse, or accept and consume the cake.



¹ Minton, A. (2009) *Ground Control; Fear and happiness in the Twenty-First Century City* London: Penguin

² Jacobs, J. (1964) *The Death and Life of Great American Cities; The Failure of Town Planning* London: Penguin



"Hi! I'm a cupcake! I've been presented to you as part of an art project looking at trust between strangers in cities. Are you going to eat me?"

This project also involves gathering verbal feedback.

How do you feel about being offered a cake by a complete stranger? Do you feel you can trust their motives? Do you feel safe to eat the cake, or is it a gesture that you don't really feel comfortable responding to?

If you would like to contribute by sharing your thoughts on the above or any other elements of the project, please speak with the project facilitator who gave you the cake.

Please note that while feedback is gratefully received, acceptance and consumption of cake does not imply any obligation to further participation on your part!
