

followthethings.com

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Abstract

Who makes the things that we buy? Few of us know. They seem untouched by human hands. Occasionally there's a news story, a documentary film, or an artwork showing the hidden ingredients in our coffee, t-shirts, or iPads. They often 'expose' unpleasant working conditions to encourage more 'ethical' consumer or corporate behaviour. followthethings.com is this work's 'online store'. Here you can find out who has followed what, why and how; the techniques used to 'grab' its audiences; the discussions and impacts that this has provoked; and how to follow things yourself.

Home page screenshot (23 July 2016)



followthethings.com
another kind of shopping

'Like IMDB for everything'
Adalia Davis, July 2013

Your shopping bag 

Browse our departments: [Grocery](#) | [Fashion](#) | [Electrical](#) | [Health & Beauty](#) | [Sport](#) | [Gifts](#) | [Money](#) | [Security](#) | [Auto](#)

WHAT'S IN YOUR BASKET?
▶ shop now

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CraftivistCollective
@Craftivists


Biggest piece of work in #GentleProtest exhibition, Helsinki Design Week Sep16 ✂ Workshops craftcorner.fi/kalenteri/tapa...



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Only search followthethings.com

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We have shoppers in over 180 countries worldwide
266 visitors
Jul. 01st - Jul. 31st
Click to see details

Check our online shopping channels   

SHARE   

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URL: <http://www.followthethings.com>

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