



Did you ever wonder what kinds of microbes are being transferred at Amsterdam's most illuminated part of town, the **Red** Light District? This Summer, Waag Society will start swabbing the area's bars, peep shows and pissoirs to find out what is alive out there. In a public tour and workshop called "catch your pets in the wild" we'll work towards a microbial map of the district - there is whole new universe out there!

The microbe hunting workshop is just one of the big but microbial events that will take place at the world famous Wallen this Summer. July 21st Waag Society will open the world's first pop-up microbial pet shop in the district, where a curated collection of bacteria, fungi, and algae will be available for purchase. During our three week opening at Schatjes Gallery we will not only (try to) sell you Waag Society's biobank, we'll both show and teach you what you can do with it, and how they may work for you. Applications are unlimited, think of: dying textiles by making microbe-ink, make fluorescent lambs using photobacteria, or create your own super foods. We will host a shop, an exhibition and a series of workshops.

Red Light Pet Shop @ Schatjes Gallery will be open Thursdays, Fridays and Saturdays from July 21 until August 13 from 11:00 till 17:00. There will be three public workshops (rsvp via links below) and a preview of the fourth edition of our Biohack Academy. The address of the Schatjes Gallery is Oudezijds Voorburgwal 119 - souterrain.

Red Light Pet Shop is not only fun but also important. The field of biotechnology is currently being discovered by disciplines other than science and pharma. More and more artists, designers and other makers are discovering microbes as a new medium. Waag Society is on a mission to open up the principles of biotech to a broader public in order for society to keep up with the revolutionary developments in biotechnology.

More information

waag.org/en/pets (English)

waag.org/nl/pets (Dutch)

About Red Light Pet Shop:

Waag Society is opening the world's first pop-up microbial pet shop in the heart of Amsterdam's Red Light District. After hosting two successful events in 2015—at the Dutch Design Week and the Museum Night Amsterdam—we've decided to open our biobank to the public for three whole weeks at the Schatjes Gallery! Pet shop is not about revenues. Waag Society strives to make biotechnology more accessible to society. Our lab is housed in the tower of one of Amsterdam's medieval buildings and is full of incubators, petri dishes, and microbes. In our Open Wetlab, we (along with artists, hackers, designers, activists and scientists) work to open up biotechnology.

About Waag Society

Waag Society is a pioneer in the field of digital media. Over the past twenty years, the foundation has developed into an institution of international stature, a platform for artistic research and experimentation, and has become both a catalyst for events and a breeding ground for cultural and social innovation.

Waag Society has been working to open up closed systems since 1994 with the advent of their "digital city" (the first public, social use of the internet in the Netherlands). Since then, the organisation has dedicated itself to a philosophy of opening up the black boxes of closed technology: software, hardware, and even methodologies.

About the workshop catch your pets in the wild

Our tour guide will provide us with a route, using the pop-up Red Light Pet Shop as a base. Participants are asked to indulge in their curiosity and collect pets from the most bizarre and interesting places possible. In what kinds of unexpected places can we discover microbes? What is the connection between the microbes we find and the residents of the city? How can we use microbes to better understand the city of Amsterdam? After navigating the urban landscape with our tour guide, we'll bring our wild microbes into the Red Light Pet Shop and learn how to culture what we find. We will then let our wild microbes grow in captivity and present the results on the final evening of the Red Light Pet Shop. What will you find? And where will you find it?

About microbial mapping: <http://www.wired.com/2015/02/mapping-microbes-new-york-city-subway/>

