



The funniest Wi-Fi names now have their very own museum_

A new form of poetry has emerged, and it's happening right here, in your Wi-Fi menu_

While most of us keep the standard NETGEAR-1581, Linksys_8A or UPC27458, some have decided to shake things up and take their Wi-Fi names to the next level_

Inappropriate punchlines proudly shouted out to entire neighbourhoods_ Wireless, intangible pieces of graffiti that make their mark, seduce girls next door, and mess with people, passive-aggressive style_

And now, all these funny, silly, and explicit Wi-Fi names have their very own museum: the Museum of Wi-Fi... where there is nothing to admire but wireless signals on your phone_

Opening in Amsterdam from the 10th to the 14th of January at Bradwolff Projects, the Museum of Wi-Fi invites you to get lost in its endless gallery of wireless masterpieces_

Wi-Fi: On

Turn Wi-Fi Off

✓ MOM USE THIS ONE

A LANnister Always Pays His Net

NETGEAR15

Drop it like it's hotspot

No Wifi No Cry

UPC614652

Martin Router King

Join Other Network

Create a Network

Museum of Wi-Fi_

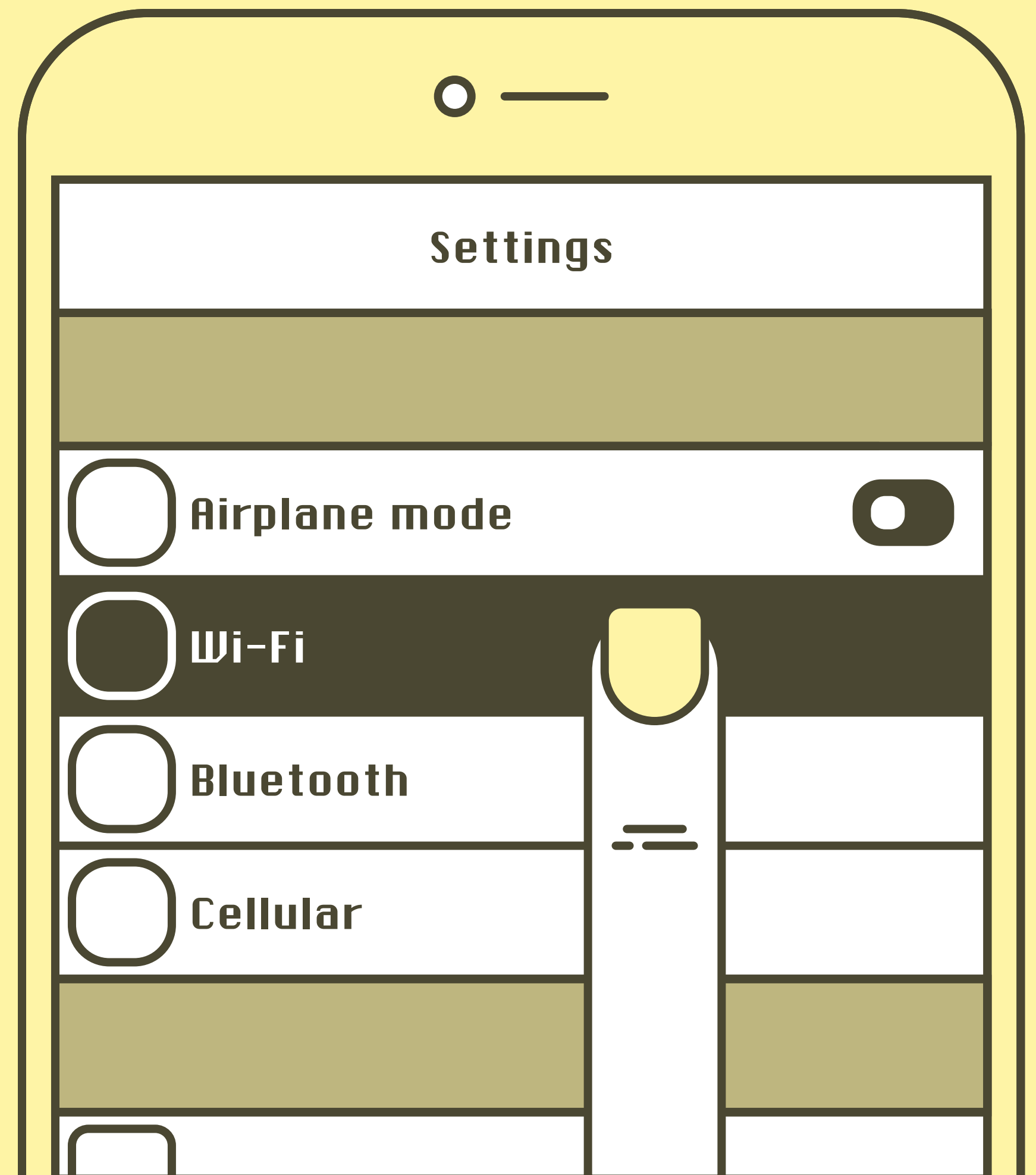
Press Release_

The World's First Wireless Exhibition_

When you arrive at the Museum of Wi-Fi your first impression may be to feel fooled as there appears to be absolutely nothing exhibited_

No frames on the wall, no sculptures, just an empty space_

But if you grab your phone out of your pocket and go to the the Wi-Fi menu, there they are: hundreds of wireless masterpieces_ Poetic radio waves floating in the air of the room, waiting to be admired_



Like any museum, the Museum of Wi-Fi has its curator_

The Museum of Wi-Fi has been created by Guillaume Roukhomovsky, a 28 years-old French Art Director from Paris now living the Dutch life in Amsterdam_

He's currently working at Anomaly Amsterdam, an advertising agency that decided to support his project_

How did you come up with the idea?

I've always used Wi-Fi names as a way to communicate with my upstairs neighbours: ShutYourFuckingDogUp, PLSAnythingButTheFinalCountdown, the list goes on... When I discovered I wasn't the only one to mark my territory with wireless signals, I simply decided to collect all these funny, silly, and explicit WiFi names from around the world, and the Museum of Wi-Fi was born.

How do you source the WiFi names?

If you look carefully out there, our entire world is already a Museum of Wi-Fi. Every time I go somewhere, I just wave my phone around like an idiot and screenshot every badass Wi-Fi name I see. Sometimes I feel like I'm turning into a router.

What do you have planned next?

I would love the Museum of Wi-Fi to travel for a bit. New York, London, and why not Tokyo, maybe?

The Museum of Wi-Fi, in short_

Where_

Bradwolff Projects
Oetewalerstraat 73
1093 ME Amsterdam

Free Entrance

When_

10th – 14th of January
From 1 to 5pm

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