



The „enterprise“ **Rockhopping** was founded by Jutta Eberhard in collaboration with the artist Ella Klaschka. (1994-1998) It took the form of a mobile, multifunctional space set up within a caravan, serving as a workspace, presentation venue, and communication hub all at once. The „Rockhopping“ project manifested itself as a mobile shop in various European cities. Everyday objects and clothing were extracted from their conventional contexts and presented in a new light. This presentation primarily involved merchandise from the USA and former East Germany. A central element of the project was the deliberate juxtaposition of the perceived high value of Western products with the supposed worthlessness of Eastern ones through identical packaging. The constant change of locations and the size of the shop fostered an open space for communication, attracting a diverse audience. Inclusivity was a particular focus, especially for individuals not regularly exposed to art. This form of art production sparked lively and controversial discussions on topics such as art, authorship, interchangeability, the value of artworks, and their commercial products.