

THE DUTCH AQUARIUM

ERIKA SCOTT

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This writing will apply a comprehension of; Self Storage Association[s] UK Annual Industry Report 2019, as an Impression and trivet for Erika Scott's Arts Practice. There will not be any effective review into the anatomy of Erika's work. The comprehension of the Report that will follow, is to propound and 'speak for' the practice's pith (from my perspective). So the body of the writing will not contain any hyperbolic language; that is to say - there will not be any sapient attempt to find relation between the two Texts (i.e to create 'Cogency via Suspense' you may use the following - **A** is like **B**, because of **¥**). Instead, the writing should be read as one entire Discursion.

The only parabolic license comes in the starting point of the writing, which requisites; for the ability to lucubrate a written Body, a symbolized "jumping-off point". In this case it is the phrase; "The detritus of commerce" - a notion that may have been stowed in memory from an academic lecture circa 2008. Lastly, on the writing, there will not be an attempt made at 'concluding' as there is with most writings of erudition (i.e $¥ = A + B \times [A - B]$). This can be explained further by stating that there is a complete absence of disputatious tone, and apophonic tone (i.e *sing*, *song*, *sung*). There will only be a very meek, soft 'ending', which simply co-aligns with the descention of points as per outlined by the Industry Report.

Self Storage Association[s] - The Annual Industry Report by Cushman and Wakefield, has been compiled for five years (dating from 2019). By now, its continuing publication signifies it as a bulwark-like, Periodical document. The report posits, that it ; "Give[s] context to the achievements of the [self storage] industry." The use of the word 'achievement' coheres directly to its eminent *kommerz*. That is to say, an economic imperative 'desire', or Demand, has been empiricised to a degree in which there is an aggregation and standardisation of pricing and consumer expectation.

From an indus-economic perspective, the aim is to tune the aggregation so that exigency of demand is conserved versus and operational disbursement is restricted. Furthermore; for valuator, analysts and investors; for there to


"Be a meaningful analysis of the economic bearing and hale of the industry... There must be a commitment to investigate the spectrum of usages of this service".

The Report- as with any text of Statistics convergence, has been scrutinised for its ability to constructively attest to industry-partners the efficacy of market growth. For instance, "The data extends to ... operators where the customer has access to their goods at will, but does not typically extend to removers, warehouse wooden remover crates, or 'peer to peer' storage." From this categorisation we can tell that "a potential

bias in data collection of the usage of storage facilities" is widely occurring, specifically tending a bias toward more Industrial-scale usages as opposed to 'personal' ones. Perhaps, Economically, this is the district of buyer whom most significantly tethers the industry.

Another potential area of bias data collection raised is that of facility site-expansion - "Many of the old container sites are now full with no room to move." This means that those Industrial-purpose occupancies are slowly creating a simulation of overall growth by having materials camped in storage for indefinite periods of time. A comparable appraisal of personal occupancies too, found that; "Often people who think they will only use storage for a short period of time end up using it for longer than expected." Whilst it can be argued that ongoing usage of facilities is a devoted revenue source, there is a counterpoint, of which foregrounds the rate of new builds' direct association with new consumer-base, as being potentially misrepresentative due to contemporaneous patronage.

Outer Space acknowledges the traditional custodians of Meanjin, where this project is carried out, and we pay our respects to Elders - past, present and emerging.

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