

ten million pounds

REINHARD AGYEKUM

HOLLIS HUI

We went for a two hour walk around London, specifically from Kings Cross station, to Euston. During the walk, we went up to strangers and asked: “What will you do with ten million pounds?” Strangers had 3 seconds to respond.

The phrase “I DON’T KNOW” was the response we initially predicted from strangers. This experiment turned into an account of repeated responses, mentioned in numerous cases from different strangers on the street – contradicting our prediction. Perhaps, our future has already been decided.

What's the Catch?

Buy a House

Lady in Green

Buy a House

Invest for Family

1 million pounds for Charity

“Because that would be the right thing to do”

The Excited Couple

Buy a House

Invest for Family

Croissant Lady

End Poverty?

Candy Man

Fix a _____

Pink Hair

Invest for Family

Girl With Cigarette

Buy a House

Invest for Family

Travel the World

Holiday Wish

Holiday

Tall Man

3 seconds is too short

Man & Therapy Lady

Lady: Travel the World

Man: I will _____

Security Guard

Donate to Charity

Boy in Blue

Buy a House

Go to Morocco

Buy a Private Beach

Buy a Town. Just for Me

Daughter of Mother

Buy my mum everything she wants

Harry

Buy a House

Donate to Charity

“All the Normal Shit”

Charlie

Invest to make more Money