



Olaf Nicolai // **Why women like to buy textiles that feel nice** Warum Frauen gerne Stoffe kaufen, die sich gut anfühlen

The publication WHY WOMEN LIKE TO BUY TEXTILES THAT FEEL NICE accompanies the curtain and is conceived as a textual system of references to this work in the form of an annotation apparatus with index of names and subjects. In the style of experimental literature the story creates in seven chapters a narration beyond linear logic. The study on "Die Arbeitslosen von Marienthal" (literally "the unemployed of Marienthal") serves here as the starting point to unravel a complex web of references spanning from the decline of the textile industry to sociological opinion research, the development of consumer desires and psychological studies on tactile perception of fabrics, creating an intricate textural web.

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