

WHAT'S THAT IN BANANAS?

Available now on iOS for AR compatible devices

[Video](#)

[Screenshots](#)

bananas.cash

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What's That in Bananas? is an augmented reality (AR) app that allows users to visualize various currencies and commodities in their own space. It puts value in perspective.

Bananas highlights the disparities among the things we value and the value of seeing those differences spatially. \$10,000 can buy you a lot less gold than it can marijuana, but which makes people happier? Or consider that on an average day we produce [20,000 plastic bottles a second](#). They are very very cheap. *What's That in Bananas?* lets you see just what that many bottles look like—if you have the room.

Bananas was made at Planeta, the studio responsible for this year's award-winning [David Bowie is AR adaptation](#). We've also made a host of other sound and space-based projects you can view [here](#).

What's That in Bananas? includes 13 different currencies/commodities/things to choose from:

- US Dollars
- Gold
- Diamonds
- Ivory

- Oil
- Bananas
- Tulips
- Weed
- Smartphones
- Social media followers
- Plastic bottles
- Ball pit balls
- Sneakers
- AR-15s

Every currency comes with a brief description explaining why it costs as much as it does, and communicates why we included it in the first place. Tulips, it turns out, created one of the [earliest recorded economic bubbles](#) in the medieval Netherlands. Go figure.

The app began as a way to let people show off large amounts of virtual cash. But as we added more options to the app, the tone changed. We decided to add only materials and objects we've had the urge to hoard and pile up throughout time--gold, ivory, and oil as staple commodities, and sneakers, smartphones, and social media followers as modern comparisons. We stockpile and consume so much of such seemingly arbitrary things, it feels ridiculous when seen all at once.

Of course, the app is still mostly for kicks. Who hasn't wondered what their bedroom would look like filled with ball pit balls? What *is* my paycheck worth in bananas? And if you've ever wanted to know what a million dollars looks like, now's your chance for 1/1,000,000 the price. Seems like a steal to us!

An Android version will be coming as soon as we find our tester Android phone...