

AUCTIONS MARKET & MONEY

WHAT

AUCTION MARKET & MONEY applies resources of research and imagination to investigate the impact that the market, money and business have on our perception of art.

MISSION

Its mission is to investigate, produce and bring together **ARGUMENTS OF A CRITICAL JUDGMENT** of market rules. It will gather **EPIPHENOMENA – EVIDENCE – REVELATIONS – BELIEFS**.

To create a series of **new perceptual experiences** and new territories or communities of interaction, understanding this challenge as a way of adding vigor to its potential for critique and defiance. To do so it will base it will make avail of different production and circulation strategies, eliminating boundaries and situating itself in zones of interstice. It will produce a virus-like circulation. All the practices developed by AM&M are entropic in nature and can also be read as art practices, or as research practices with other uses.

HOW

For its research, production and circulation, **AM&M** calls upon techniques of mimesis and camouflage and non-habitual modes of relating events, real data, rhetoric, skills specific to art, documents, matrices and rules from different systems. These include **courtroom drawings, video, indicator graphics, mathematic calculations, communications displays, legal tactics, theatrical presentations, slogan development, website and technical experts**.

DESCRIPTION OF AM&M RESEARCH AND PRODUCTION

AM&M Research:

Exploration of contemporary art measurement devices and exchange value:

- Art Market Consulting firms and Contemporary Art Auction Galleries
- Epiphenomena of Contemporary Art Auctions

Exploration of business world:

- Marketing, Branding and Business Consultants for high-end product discourse and slogans
- Elaboration of Indicators, Graphics and Mathematical Calculations
- Communications Displays
- Television Videos
- Art and Business rhetorical research

Exploration of Legal tactics and conventions:

- Contractual terms of exchange
- Artwork rights
- Evidence gathering

Exploration of other fields:

- Critical theory regarding value construction
- Marxist economy
- Economic activism

AM&M Productions:

Errata

- Mathematical calculations
- File Cards

- New versions of Sotheby's or Christie's catalogue pages
- Posters
- Preparation of Indicator Graphics
- Slogans and keywords
- Box with a set of printed pieces and instruction *to do it yourself*.

Suite Auction Drawings

- Live actions at art auctions (site-time-public-specific)
- Documentary drawings
- Documentary videos
- Notary documents

Auctions Market & Money

- Performative Presentation
- Communicational displays and graphics: posters, banners, folders and pages. Website

Circulation:

Strategy 1:

To be deployed within the framework of the field of **art practice**: exhibitions, events, festivals, Workshops, panels, etc.

Strategy 2:

To be deployed at **symposia and congresses** in diverse fields. The website and performative presentations open different meanings and generate dialogue with diverse research topics including: artworks' rights, sociological studies of perception, alternative production regarding art economy and value and political science, among others.

DESCRIPTION OF EACH PRACTICE COMPRISING AUCTION MARKET & MONEY

ERRATA

Errata (in progress since 1998) proposes a new cataloging system for the works of art sold in two of the most important art auction houses: Sotheby's and Christie's.

Errata is made up of:

- Mathematical calculations
- Forms
- New versions of Sotheby's or Christie's catalogue pages
- Posters
- Elaboration of indicator calculations and graphics

A catalog is a list or number of objects classified according to degrees of similarity. Sotheby's and Christie's publish lush catalogs prior to their auctions that show the pieces to be auctioned along with *estimated* sales prices.

Errata proposes to examine the information in these catalogs from a viewpoint posterior to the auctions' having taken place.

Errata includes the *final sale* price for each piece, validated on the photograph of each piece.

AUCTIONS MARKET & MONEY develops an objective tool in order to do so, creating a **CANON**, a **new code of representation** based on the variable of actual sale prices validated on the photographs of the works, which alters and radically transform the image of each one. This operation produces changes that become evident through processes of dilation or contraction (along a horizontal axis) according to whether each item surpasses or depreciates the Standard or sale price-average.

In this way, **Errata** generates a second version of cataloging that shows and creates new conventions through which to observe forms of correspondence between art and business, a way of saying “where it says J..., it should say G...”. Forms, New catalog pages, Posters and Graphics create a ripple effect based on different vanishing points.

Mathematical Calculations

The tool that permits the *final sale* price for each piece to become effective on the image of the piece sold is denominated **CANON**, and it is based on a system of calculations that take *market logic* as a point of departure, schematic indicators that the capitalist system itself makes into norms.

These calculations are carried out using official data (published in these companies' websites), based on 3 indicators:

- 1- Category: selection of a type of art or department (Contemporary, Old Masters or others)
- 2- Time: selection of year
- 3- Standard or Price average: sum total of prices paid in the category at the time, divided by the quantity of works sold.

Errata proposes to visualize these calculations on the catalog images of each piece, thus creating a parallel relationship between the price average or standard and an average measurement in centimeters of the pieces sold.

Scheme for elaborating the **CANON**

Category: _ _ _ _ _

Year: _ _ _ _ _

Sum of all contemporary art sales at Sotheby's and Christie's = **S**

Number of works sold = **N**

Annual sales Price Average = **S / N = P**

Average Width of works sold = **100 cm**

CANON annual = **P = 100 CM**

These calculations are represented in a graphic along X / Y coordinates

FILE CARDS

The FILE CARDS are the first step in this process of code displacement and change in perception, and they wind up constituting an archive. It is a matter of having a record of data that allows the piece subjected to the CANON to be located rapidly, in the case that it is not subsequently handled in a Page or Poster.

PAGES

The New *Catalog Pages* subjected to the **CANON** are reproduced using the same kind of paper and printing as the originals. The original auction catalogs generally offer a left page that contains information on the piece and a right page with a photo of the same. The New Catalog Pages produced by **AM&M** appropriate the original's design and information, but with several variations.

In the case of the left page, the measurements of the original are also included and new information is added (highlighted by the use of the color red) regarding the sale price achieved and the data that make up the tools applied on the right page.

The right page reproduces the length measurement with respect to the original page, put the width accompanies the extension produced by the application of the CANON to the image, which originates a potential entropy.

POSTERS

The POSTERS allow the operation carried out on the right page to be brought together on a larger scale, but including the data from the left page. Paradigmatic cases are chosen for these instances.

GRAPHICS

The working tools utilized in ERRATA, including calculations, price lists, coordinates, the elaboration of the CANON, scales, keywords and other graphic forms of representing data are made physically visible in diverse dimensions and displays.

ACTION-INSTRUMENTS BOX

It is a box composed by 10 pieces that produce and collect EVIDENCE and bring together arguments to employ in critical and legal judgments of market rules.

The 10 pieces including: Catalog Pages (second version), Posters, File Cards, Graphics, Instrumentals Documents and unpublished data regarding Art Market Business.

The **ACTION-INSTRUMENTS BOX** offers a system that allows *doing it yourself* the market and business' impact on artworks "visible", based on international data from Sotheby's and Christie's auctions houses and other sources.

SUITE AUCTION DRAWINGS

Suite Auction Drawings (in progress since 2008) consists of a series of ACTIONS in diverse art auction houses, graphite DRAWINGS on paper, VIDEO, NOTARY DOCUMENTS and a PUBLICATION with the drawings (once de cycle has been completed).

This involves live drawing sessions during the time that the auctions last and in the same space where they take place. The drawings register the performatic and economic event (information and prices of the pieces sold are included in them). The action is documented with photographs and video.

Mimesis and camouflage are the rules of these auctions/actions, inspired by Courtroom Drawings, articulating art auctions' routine and epiphenomena.

Notary Certificates that account for the truthfulness of the prices included in the drawings accompany the series.

WHERE

Different Christie's and Sotheby's locations

The **POSTERS** are produced with slogans and information from internet websites of *art and market* consulting firms. The design structure, colors and typographic fonts used come from advertising flyers for services in the city of Buenos Aires. (Basic, homemade designs with what is offered: Chinese food, refrigerator repairs, computer courses or special offers at hairdressing salons).

The AM&M website consists of a net art piece, which also blends into the public space of Internet in such a way that it achieves receiving visits from an audience not oriented toward art.

AM&M Presentation

Said presentation appeals to the context of a real consulting agency. The presentation develops a conference-presentation script (with the support of a playwright), constructed on the basis of an index of the rhetoric used by art and market businesses in accordance with a Power Point presentation that shows AM&M's operations, research and products. This is a performance that can be included in art exhibitions, congresses about art and law and congresses on art economy and sociology, among others.