



Press Release 2011

ART BARTER

An Exchange Between Artists And The Public

Following the successful launch in London in Nov 2009, Art Barter has gone on to host shows in both Berlin and New York as well as a second smaller "Mini Barter" show in London during Frieze Art Fair in Oct 2010. The four shows have featured internationally renowned artists such as Tracey Emin, Gary Hume, Mat Collishaw, Polly Morgan, Gavin Turk, Terence Koh, Saâdane Afif and Uwe Henneken.

Early in 2009 it became apparent that there was a shift in how people were getting hold of what they wanted or needed in life. Projects such as the free shop and freecycle were prevalent and the exchange of skills between friends and businesses were on the rise. Art Barter was inspired by this as well as the Burning Man festival in Nevada desert where nothing is for sale but everything is up for barter and the RCA's secret postcard auction where all artists are treated equally no matter what their name or usual sale price. Art Barter created an environment where the artist once again holds complete control and where the viewer always has a chance to acquire the works on display. Artists have always been familiar with the use of barter, from Picasso exchanging sketches for his meals, to hotels such as the Chelsea in NY, accepting art as payment for rent. However, the Art Barter event is unique in its promotion of such a form of exchange in the current art market and in the lasting working relationships that are being born out of the project. Previous shows have seen artists such as Tracey Emin exchange her work for 30 hours of French tuition and Jason Dodge exchange for a week in a Scottish castle. Other exchanges include 3 months of psychotherapy, website design, a gallop on a white horse, precious jewelry and expense paid holidays to exotic locations. Please visit our website for further examples and information.

There is a catch at Art Barter where you will not know which artwork belongs to which artist until after the show's end. This creates a gamble for the public and will make people value the art without being predisposed to a name, title or price tag. Having to barter also entices the viewer to think about what they have that is unique to offer the artist.

The way it works...

Each artist's work is displayed in the exhibition with a unique number next to it. Viewers are invited to fill out barter forms with their offers on any work that they desire. These offers are then displayed for the duration of the show on a pin board, which by default becomes a focal point of the exhibition as the days pass and more offers are made. At the end of the show the artists will choose from all the offers made on their work and will decide which (if any) offer they would like to exchange their work for.

PLEASE DO NOT BRING YOUR ITEMS FOR EXCHANGE TO THE SHOW! If the artist is interested in your offer we will be in contact for more information shortly after the show.

Plan for 2011...

May – Art Barter Madrid – In conjunction with Live Nation
July – Art Barter Sculpture Garden – Rooftop of Shoreditch House
Sept – Art Barter Istanbul – To coincide with the Biennale
Dec – Art Barter Miami – To coincide with Art Basel

www.artbarter.co.uk

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