



piet zwart institute

institute for postgraduate studies and research, Willem de Kooning Academy Hogeschool Rotterdam

## **Systems Crash 2: The Art System**

**Michel Chevalier (FIUSA/D)**

***Decline and crash of the art market: scenarios, factors, and motivations***

Lecture + installation at WORM, Achterhaven 148, Rotterdam

Friday, October 29, 21:00, free entrance

Since 2003, the Hamburg-based *target: autonopop* collective has tried to think critically about the world of art. Through a variety of projects, it has tested, examined, and laid bare art-market protagonists' methods and claims.

The ever-increasing contradictions and oppressiveness of art-market recruitment, (re)production, mediation, and discourse open the way for a (complete) social delegitimation of this sector.

Julian Stallabrass correctly diagnosed a *sustained attempt to establish the voice of the market as the final arbiter of taste* over the last two decades, and this agenda, pursued by various actors in the art field, has been largely successful.

Nonetheless, the international art-market relies heavily on publicly-financed institutions (art schools, contemporary art centers) in Western Europe to underscore its social legitimacy: their cooperation (recruitment, exhibition) gives art-commodity producers a "neutral," pseudo-scientific claim to historical significance (something high prices alone can't do). The art-market also relies on advantageous tax laws that give its products an advantage over other investments.

When culture-political pressure leads to a suspension of these arrangements, what happens to art-market prices, where, and at what velocity? We will ponder various scenarios, considering protagonist/ antagonist/bystander perspectives, while experimenting with the form of a "war & strategy game" whose stake is the total destruction of the contemporary art market as it now exists.

*Q: Is the I.S. an artistic movement?*

*A: A major part of the situationist critique of the society of the spectacle consists in showing to what extent contemporary artists, insofar as they have turned away from the wealth of breakthroughs present in (if not fully developed during) the period 1910-1925, mostly relegate themselves to doing art like one does business.*

*Michèle Bernstein, J.V. Martin, Jan Srijbosch, Raoul Vaneigem,*

*Le Questionnaire in: Internationale Situationniste # 9, August 1964.*

### **+ Additional installation at WORM on Oct 30**

Diedrich Diederichsen Listening Corner

*Quadrofonischer Kunstkopf*: the Diedrich Diederichsen Listening-Room (2003-2004)

Systems Crash is a joint lecture series of the Piet Zwart Institute/Networked Media and WORM.