

.....

***Auctions Market & Money***

by Alicia Herrero

.....

INTRODUCTION

***Auctions Market & Money*** examines conditions of visibility to investigate the impact that produces the market, the money and the business on the art practices perception. It's part of ART & CAPITAL<sup>1</sup> series.

These investigations and projects recourse to unusual relation systems: vectors of representation from both own art skills and other systems, patterns and rules of use.

By means of: **courtroom drawings, video documents, graphics indicators, mathematical calculations, communicational displays** and **tactics** of the **law**, ***Auctions Market & Money*** repositioning events, data and objects, going further beyond their own departmental limits.

***Auctions Market & Money is composed by:***

- **Suite Auction Drawings**  
Actions (site-time specifics) - Drawings and Videos (series) – Notaries Documents
- **Catalogues-Errata**  
Cover Cards Archive – Catalogues-Pages – Sheets – Interventions – Development of Graphics and Calculations
- **Posters**  
Appropriations

---

<sup>1</sup> ART & CAPITAL is a series of mix media pieces and ongoing projects from the mid- 90 's, which explore the Art Universe.

- **Maps**

Appropriations

New cartographies

- **Cases**

The Investigation of specific pieces.

All re-examining new perceptual experiences on: the auction event, the catalogues of auctions, speech and online consultancy slogans, the new categories/territories of the market (Specialist Departments of auction houses) and contractual terms to operate. These are points of attention to AM&M, as well as the fuzzy boundary between art, business and law. Words and phrases such as: **EPIFENOMENA - SIGNS - REVELATIONS - BELIEF - ARGUMENTS OF A [critical] JUDGMENT**, contextualizing the series.

***Auction, market and money*** acts liquefy borders and proposes flows that complexes its spatial and temporal field, it deterritorializes itself in an interstitial zone, creates its own topology.

---

***Auctions Market & Money***

***Suite Auction Drawings*** consists of a series of ACTIONS in several auction's art houses, graphite DRAWINGS on paper, VIDEO, DOCUMENTS and a drawings PUBLICATION.

It's about live drawing sessions during the auction duration, in the space where the auction happens. The drawings take notes from the performatical and economical event (data and prices of the sold works are included in the works).

Mimesis and camouflage are the rules of these *auctions/actions* inspired by the Courtroom Drawings and that articulate their routines with the epiphenomena of the art auctions.

The action is documented through photos and **video**.

**The series** is accompanied by Notary certificate that accredits the reality of prices in the drawings.

---

**Catalogues-Errata** proposes a new reading of the auctions catalogue. It is composed by PAGES, FOLDER CARDS and SHEETS.

A catalogue is a list or a number of classified objects according to either kind of proximity; in this case this one is examined through a perspective that proposes to reinterpret the given information. This takes place by means of the creation of a pattern that takes as its starting point indicators that the same art market system norms and that is the result of the average sale price<sup>2</sup>.

These numerical values from prices are transferred to values in centimeters, and it produces a sort of CANON.

The artworks pictures in the original catalogues are submitted to this CANON, it creates a new code of representation with changes that are demonstrated in expansion or contraction processes (by its horizontal coordinate) either if they exceed or depreciate this sale average price.

The PAGES are second versions of pages from the Sotheby's and Christie's catalogue. The changes just are produced by these economics variables that alter the dimension of the images and by consequence the wide of some pages. The FOLDER CARDS and SHEETS complete the process of codes displacement of the perceptual changes. The GRAPHICS expresses comparisons between different cases.

**Errata** is accompany by Notary certificate that accredits the reality of prices and calculations.

---

<sup>2</sup> On the base of total annual 2008 sale average price on Contemporary Art and Post-War Departments, Christie's and Sotheby's galleries.

---

**Maps** are constructions of paper made in modules. Original topographies (information given by physical-political maps) of countries that have recently integrated the market of the international contemporary art are replaced with printed data of the item "auctions results" of the sites online of Sotheby's and Christie's. These data replace rivers, mountains, valleys and cities.

---

**Posters** are made with slogans and information from Internet pages of art advisor and market. The pattern of design, colors and typographical font come from street services flyers in the city of Buenos Aires.

**Suite Auction Drawings, Catalogues-Errata** and **Maps** propose an active participation with the involved auctions.

---

//