

FASHION WEEK!

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FASHION SPECIAL



Reviews

AND



Art

'AND Phase 1 (Investors' DVD)', 2009

★★★★★

Artprojx Space

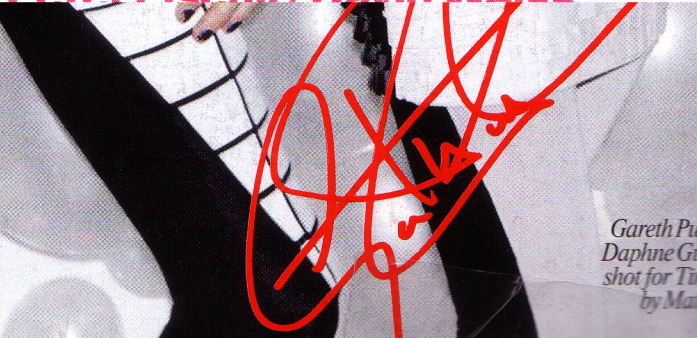
Chelsea to Westbourne Park

For those who have always felt puzzled by the art market and its connection to the finance world, the latest spoof by art collective WITH, called 'A New Fund for New Times', will either spark more confusion or, more likely, raise a few chuckles. Entering the sleek, minimalist space in Knightsbridge is to accidentally stumble into the reception area of a financial services company, rather than an art gallery. The corporate logo, AND, greets visitors from one wall, while a simple framed poster introduces the various stages of AND's investment scheme.

Formulated professionally, but with a tone closer to that of a religious sect's pamphlet than of an information brochure from your local bank, we are invited to invest in various phases of the AND scheme in return for a free AND poster, AND DVD – and a secret. Presented with such attention to detail, including the ubiquitous small print, it's not hard to believe that a visiting businessman apparently left the gallery in confusion as to whether he should contemplate the option or whether he was being ridiculed. An obscure sound coming from the accompanying AND film on show in the basement should give away the tongue-in-cheek nature of the project. Fittingly, we are presented with the final scene of 'It's a Wonderful Life' played backwards while the AND logo looms prominently in the foreground. Half-ironic, half-serious, the bold idea of taking an imaginary fund as ready-made could have been the brain-child of self-announced 'business artist' Andy Warhol. And in times where some artists have become capital-generating brands (simply swap AND with YBA), the idea of art as money-making tool seems less absurd than bleak reality.

Sandra Rehme

Peter Fischli / David Weiss



BAG A DESIGNER DRESS WORTH £1500! Turn to p30
Plus More fashion offers + Free 'east 09' guide

No.2009 5



ART WORLD

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Selected Exhibitions

10 new UK shows Art World recommends

This issue we feature artists who don't just work with children and animals, but try to get themselves into empathetic mindsets. If that's all a bit far-out, then you could always log on to withyou.co.uk (see item 8) and commission "life solutions" collective WITH to visit the shows on your behalf...



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A NEW FUND FOR NEW TIMES...



WHAT IS AND?

AND is a new fund created by WITH (withyou.co.uk) and Artprojx

HOW DO I INVEST?

By visiting the AND exhibition or by reading this information you will qualify to become an investor in PHASE ONE of AND

WHAT IS PHASE ONE?

*Eligible individuals have the opportunity to invest into AND for five hundred Great British Pounds (£500)
*In return for this investment you will receive a unique version of the AND logo a copy of this notice, a certificate of authenticity and an investors DVD
*These objects are AND and represent the value of your investment

7 Figuring Landscapes Tate Modern, London

6-7 Feb, then on a UK tour
www.figuringlandscapes.co.uk

After leaving Tate Modern, this unusual enterprise tours to many stops around Britain.

With no fewer than 88 artists, it's a virtual encyclopedia of recent British and Australian video art on landscape themes. Most of the works are short; so across the several screens it is feasible, with the help of the excellent catalogue, to pick up what interests you in an hour or two. The moods and modes vary widely, as does the familiarity of the artists, but look out for Shaun Gladwell's outback motorcyclist, Bronwyn Platten's very peculiar medieval walking mode, and Mike Marshall's lyrical way with sprinklers.

Shown: Vernon Ah Kee, *Cant Chant* (*Wegrewhere*) (2007), detail

8 AND Artprojx, London

5 Feb-20 Mar
www.artprojxspace.com

A collaboration with WITH, an art outfit who, says their main gallery Rokeby, "position themselves as a self-help company (www.withyou.co.uk) that provides a range of Life Enhancement Solutions™". For their last show they provided documentary proof of how they exercised on behalf of Rokeby's co-director and pointedly undertook to "do nothing" on behalf of his wife and fellow co-director. At Artprojx they are tackling the credit crunch with the launch of AND - A New Fund For New Times, an exhibition which will offer opportunities to invest. Somewhere between concept and satire, no doubt, will come the entertaining point.

Shown: *AND Text* (2009)

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