

# Unsolicited exhibition

**Unsolicited exhibition** was an exhibition through e-mail that showcased advertisement messages from artists' businesses to recipients that had not granted verifiable permission for this to occur. All artworks/businesses displayed at Unsolicited exhibition explicitly labeled their audiences as potential consumers, used corporate culture mechanisms and were involved in the provision of goods and services. From conventional restaurants to speculative companies, from traditional yard sales to futuristic enterprises, all the projects appeared in the inbox of more than 1000 unaware visitors.

The use of spam —an acceptable marketing practice for some, an illegal act for others— for the circulation of these artistic businesses emphasized the projects' original commercial content as well as their aim of reaching a wider public by shaping artistic production with the familiar forms encountered throughout capitalist daily life. The adaptation of the projects to an e-mail marketing campaign was carried out after a meticulous study of the ephemeral documents that remained from each one of the works (flyers, photographs, websites...) and which triggered each individualized email's design and content.

Overall, the profit obtained by Unsolicited exhibition's spam practice was the flooding of visitors' daily life with a selection of artists' businesses that made apparent the absurdity of the corporative world and/or that propose a reinvention of it on behalf the commons. Once per week (each Sunday at 9 AM PST, from July 16 - October 29, 2017) the visitor, the potential consumer, received the proof of a world were sealed shops, snowball's commerce or second-hand souls, among many others, confirmed the potential of the imaginary and thus the possibility of a different reality.

# Exhibited projects

# AFTER Museum Of Mott Art inc. ART

## **After Art Services**

In 1974, the consultation service organization Museum of Mott Art — founded by Les Levine— published the catalogue of its brand new services in the After Art historical period: when art ceased to be the conceptual tool by which we become conscious of our culture and its developments, when art became “a self-generating system which exists within itself and is neither affected by nor affects society or the state of the world”. Taking a pragmatic look at the stark realities of the art professional and the problem of art’s death, the catalogue, printed on paper and measuring 8 1/2 x 5 3/8 inches (21.6 x 13.7 cm), offered 62 consultation services completely tailored to the needs of the individual to perform her/his vocation in the After Art period. Among these services were: “After Art Removal Services,” “Activity Selection Service for Artists,” “How to Stop Being an Artist,” “Color Selection Service,” “Where to Be Seen,” “Language Services for Painters,” or “How to Kill Yourself.” The basic fee for each one of the consultation services, specifically targeted to fine art professions and their associates, was of \$36 per hour, though where particular expertise from a qualified professional was required the standard hourly rate of that profession was charged in addition. All telephone inquiries were billed at \$6 per call and the price of the catalogue was of \$1.50. The success of this enterprise is still unknown and there is no definite data related to the revenue obtained from its activity.

## **Soussan Ltd**

Soussan Ltd was a family enterprise founded in Sceaux (France) by Marcel Soussan, the inventor of the thermo-hygrograph for artistic environments. Since 1989, the company was directed by Sylvain Soussan. Soussan Ltd was key for the establishment of commercial relationships between different players in the contemporary art field by offering museums and individuals a great number of products and services related to exhibitions equipment, conservation, restoration, security, and handling of works of art. The company became internationally renowned thanks to its state-of-the-art website, graciously designed by Éric Arlix, which included flash animations, a summary of references and other innovative marketing assets. Soussan Ltd's web page, promotional brochures and catalogues showcased in detail their best-selling products, fully functional stylish objects, in some cases individually customized and unique. Though industrially produced, most of the products were created on demand. One of its most successful services was named Mouvement artistique™ and offered the transport of works of art at the rhythm of a few centimeters per day, making this crucial task visible to a wider audience. This service was used to move from November 25, 1997 till February 3, 1998 an artwork by Martin Kippenberger at the speed of roughly 29 centimeters per day. Soussan Ltd's non-profit branch supported an association named the Museum of Clouds. Inaugurated in 1990, the Museum of Clouds was dedicated "to the cultural inheritance that can't be enclosed between the four walls of a stockroom or the exhibition space of a museum".



# PRADA

## MARFA

### Prada Marfa

Prada Marfa is a store designed by Elmgreen and Dragset. It is located northwest of the Texas city of Marfa, a town of no more than 2000 inhabitants, just off U.S. Highway 90. Built in 2005 with the assistance of architects Virginia San Fratello and Ronald Rael, Prada Marfa became the first unofficial Prada store situated in the desert and it gained immense popularity because of its nonfunctional door and its policy to remain completely sealed since its founding, though its production cost was of \$80000. Made out of adobe bricks, plaster, paint, glass pane, aluminum frame, MDF, and carpet, Prada Marfa displays Prada wares: six handbags and 14 right footed shoes, picked out by Miuccia Prada from Prada's fall/winter 2005 collection. This store enjoys a high level of brand loyalty and has been repeatedly misquoted as one of the world's most valuable fashion brand for luxury items. However, it has received significant criticism regarding its environmental and business practices because it reinforces capitalist values. For this reason, its outstanding building has been vandalized since very early days in reiterated occasions. The most famous criminal act against Prada Marfa was just a few days after its construction, when it was broken into, its contents were stolen, and its structure was spray painted. From then on, the new purses on display were bottomless and attached to a sophisticated security system that alerts authorities if the bags are moved. In order to avoid Prada Marfa's closing after many criticisms, it has been legally declared Store of Cultural Interest. The store employs zero employees as of November 2017.

## Die Botschaft

Milan Mijalkovic is a collector of information about wind, fire, volcanic eruptions, avalanches, earthquakes, landslides, heat and cold sources, insect infestations and epidemics. In 2013, after amassing a great number of natural catastrophes from all around the world in what would be the biggest collection of major natural adverse events until today, Mijalkovic assumed responsibility for all the natural disasters of the last 2000 years. His visionary character as entrepreneur, businessman and inventor lead him to conceived in 2014 what he named *Die Botschaft*, a startup that offered the possibility of natural disasters ownership. More specifically, through public auctions, Mijalkovic traded contractual documents from his collection, which attested the transfer of responsibility for natural disasters. In February 2014, fourteen different natural disasters were auctioned, among which were the L'Aquila earthquake (Italy, 2009), the cholera outbreak in Bauchi/Kaduna (Nigeria, 1991), the volcanic eruption in Vesuvius (now Italy, 79), or the Kyūshū earthquake (Japan, 1984). Those who were interested in acquiring responsibility for these natural events could bid for them by sending a SMS to an Austrian number and results of the winners were published in the website [www.dieverwertung.at](http://www.dieverwertung.at) as well as in a public display located in Vienna's city center. Mijalkovic, the sole chairman, chief executive officer, and founder of this business model, is also the founder of Akademie über Demokratie and his many public appearances have made him one of the most recognisable faces in the world of natural disasters economy.

# Die Botschaft



## Money-back Products

Also known as The Freebie King, Matthieu Laurette is a public figure originally from France and chief representative of the business model known as Money-back Products (in French: *Produits Remboursés*) from 1991 until 2001. Money-back Products was a new method of shopping, based on the concept of profiting from the fully refunded products that major food and commodity corporations offered as part of their marketing strategy. By using this Money-back Products method and thus purchasing only products offered with a "Satisfaction or your money back" or "Money back on first purchase" promotion, Laurette lived without spending any money on food or cleaning products for more than a year. His many appearances on TV programs and newspapers, such as the French National evening news, the French daily newspaper Le Monde or the British Daily Express, made him famous all around the world and his "Tomorrow we will eat for free" philosophy was spread in many countries. Laurette also travelled the world with a display truck in order to teach instructions for using his free consumer system and to disseminate the secret of free shopping. "Moneyback Life!" or "How to live with an empty wallet?" were some of his many slogans. It has been written that his corporate strategies "play with economic forms as if they were the lines and colors of a painting".



## Ananatural Productions

The company Ananatural Productions was founded in 2010 by Ana Prvački, since then CEO of the brand. This corporation offered a wide variety of products and services related to the human well-being in our contemporary society. At the intersection of wealth, beauty, and youth, Ananatural provided commodities such as Baby Flights, weekly flights solely for parents and children, Demollapse, a self imploding diet pill, or the Filter Straw, a straw that filters alcohol from any beverage. However, the Ananatural Productions' star product was the Money Laundering Wet Wipe, a device employed to clean money notes, making them safe for human use. The economic success achieved by these innovative wet wipes came after the release of an advertisement in which a woman asked "Who does not want clean, crisp, fresh scented money?" while using a 1 dollar bill as a face wipe. In this same advertisement, an expert in the cleaning field explained how money bills carry enough staphylococcus and salmonella bugs to transmit several diseases such as typhoid fever or cholera. Advocating for a clean money culture, this Money Laundering Wet Wipes marketing campaign raised awareness about the problems related to the unsafe handling of paper money and allowed the development of a new and fresh way to love money. Currently, money laundering machines are being studied to be implemented in banks and ATMs.



ananatural production

# MONUMENTAL GARAGE SALE



## Monumental Garage Sale

Monumental Garage Sale was a series of large-scale versions of the classic American garage sale where potential consumers could browse and buy second-hand goods, taking place in various cities around the world since 1973. Artist Martha Rosler, organizer and producer of these Monumental Garage Sales, displayed and sold a wide variety of strange and everyday objects that had been donated for the cause. Rosler's gigantic garage sales, widely publicized in local newspapers, created valuable exchanges between Rosler and her customers as they haggled over the prices of different products on sale such as clothes, books, records, toys, bric-a-brac, costume jewelry, household and personal items. Rosler's influential comment about these commercial exchanges established that "the garage sale is a metaphor for the mind." In order to document the success of the different Monumental Garage Sales, customers were asked to be photographed with their purchases and a newspaper and an active website were created with updates related to Monumental Garage Sales and their history. Monumental Garage Sales started in the University of California at San Diego in 1973 and toured to San Francisco (1977), Vienna (1999), Barcelona (1999), Stockholm (2004), London (2005), and other cities around the world.

## The Store

The Store, also known as My Store, opened to the public on December 1961. This tiny shop with storefront display located at 107 East 2nd Street (New York) was conceived by Claes Oldenburg as a branch of his acclaimed Ray Gun Manufacturing Company and it offered a wide variety of objects with prices starting at \$21.79 up to \$499.95. Into its modestly sized space measuring eighty feet (length) by ten feet (width) and open to the public Friday to Sunday (1pm-6pm), The Store gathered more than one hundred items: red tights, cigarettes, tires, jackets with shirts and ties, cheeseburgers with everything, girls' dresses, pastries, lingerie, gym shoes, calendars for the month of August... The Store's international recognition was associated to its commerce specialization, since it solely offered painted plaster-and-wire constructions of familiar foodstuffs, clothing, and merchandise. Outstanding marketing campaigns were developed for The Store, including numerous printed works, business cards, stationery, posters and hand-colored lithographs. The Store's closure on January 31, 1962 was a severe blow to the economy of New York's Lower East Side. Later on the Ray Gun Manufacturing Company opened the Ray Gun Theater in the very same space that was formerly occupied by the unforgettable The Store.



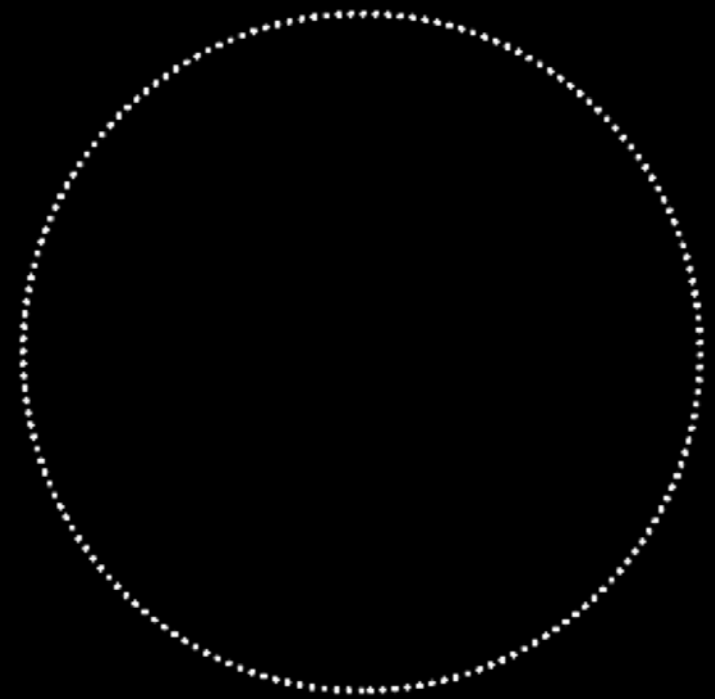


## **Mejor Vida Corp.**

Launched in 1998 by Minerva Cuevas, Mejor Vida Corp. was an enterprise that created, promoted and distributed products and services for free all around the world. Subway tickets, self stamped envelopes or student ID cards were among the products offered by Mejor Vida Corp. in order to fulfill the company's name of providing a Mejor Vida (a Better Life) completely free of charge. Many were also the free services that Mejor Vida clients could receive: cleaning services for Mexico City's subway system, recommendation letters issued by MVC or other institutions such as the Lisson Gallery (London) or the Gallery Chantal Crousel (Paris), public donations to beggars and many more. Mejor Vida Corp. didn't discriminate any person for its gender, race, religion, sexual preferences or economic status. Headquartered in the Latin American Tower of Mexico City, the shipping times of Mejor Vida products were long: for orders in Mexico shipment would take 2-3 weeks and 3-5 weeks for international destinations. Besides products and services, Mejor Vida Corp. also specialized in the marketing field by creating prosperous campaigns that succeeded in reaching a wide audience. "Playa del Carmen", an informative website with touristic information about Mexico's coast and "melate?", a public study about the relationship between the National Lottery and public assistance, were some of the most notable examples of MVC viral campaigns.

## **Bliz-aard Ball Sale**

Bliz-aard Ball Sale was an innovative business envisioned by David Hammons which came into being in 1983 at Cooper Square, in Lower Manhattan (New York). Evanescent and unannounced, Bliz-aard Ball Sale specialized in selling snowballs of various sizes in public areas during winter times. Hammons himself was the producer of these unique snowballs, which were carefully created in different but consistent sizes and presented in a neatly arranged fashion, on a colorful rug that would keep the product from touching the street floor. The aesthetic of the rug -with clear red, orange, blue, green and yellow horizontal lines-, was the most profitable choice for displaying the snowballs: on the rug, snowballs suggested white punctuations on an abstract painting and thus gained the attention of many buyers. The first official Bliz-aard Ball Sale took place in the East Village, a location known for its many vendors, alongside other street sellers involved in the jacket businesses who would displayed cloth items on a nearby fence. This corporation became internationally renowned thanks to the iconic photographs of the Bliz-aard Ball Sale's commercial transactions taken by Dawood Bey.



# FOOD

## **FOOD**

FOOD was a leading restaurant founded in the autumn of 1971 by Gordon Matta-Clark, Caroline Goodden and other members of the Anarchitecture collective, composed by Laurie Anderson, Tina Girouard, Suzanne Harris, Jene Highstein, Bernard Kirschenbaum and Richard Landry. Located at the space of the former restaurant Comidas Criollas, at the corner of Prince and Wooster Streets, in SoHo (New York), the restaurant functioned as a cooperative where food and alchemy reigned. During the three first years of FOOD, different acclaimed chefs were in charge of the kitchen such as Donald Judd, Robert Rauschenberg or John Cage. The restaurant offered a simple and affordable menu (4\$) that featured fresh and seasonal foods as well as international dishes like ceviche, borscht, sushi, rabbit stew with prunes, stuffed tongue Creole, a fig, garlic and anchovy salad.. The most crowded days in FOOD were Sundays, when new menus were invented just for the day, sometimes having the special characteristic of not being edible. In 1974 the restaurant was handed over to new owners who ran FOOD until the 1980s. Later, the space became a women's clothing boutique.

## SEGURISIMO

SEGURISIMO, which could be translated to English as SUPER\$ECURE, was a company conceived by the GAC (Grupo de Arte Callejero [Group of Stray Art]) collective after recognizing the internalized fear of society to figures like the thief or the terrorist. Founded in Argentina in 2003, SEGURISIMO provided a wide variety of products relating to the field of passive and active security for citizens to “feel safe.” Weapons like the pump-action shotgun Ithaca 37, the 9mm semi-automatic handgun Browning Hi Power or the Remington “Patria” rifle as well as bulletproof vests were some of the leading goods provided by this company. Publicized with the slogan “Not consuming increases criminality”, SEGURISIMO also offered money laundering options and legal services. SEGURISIMO reached great prosperity after the circulation of extraordinarily designed flyers and advertisements that were distributed by commercial professionals in front of supermarkets in order to gain attention from potential consumers, a pioneering marketing strategy later followed by many other businesses. Furthermore, SEGURISIMO’s TV commercial “Call Now”, in which the actor Pablo Mikkosi encouraged viewers to buy fences, became very popular all around the country. Attentive to the circulation of images of what is considered secure and insecure (always associated to the market or consumerism) and understanding the implied profit from this social vulnerability, SEGURISIMO was interested in how daily environments have been shaped on behalf of the security discourse and adapted to a new market and politics of enclosure and control.

The logo for SEGURISIMO is displayed in a bold, white, sans-serif font against a black background. The word "SEGURISIMO" is written in all caps. The letter "S" in the middle is replaced by a stylized dollar sign (\$) that is integrated into the letter's structure, with the top bar of the dollar sign forming the top of the letter's stem.

## MISSION ETERNITY

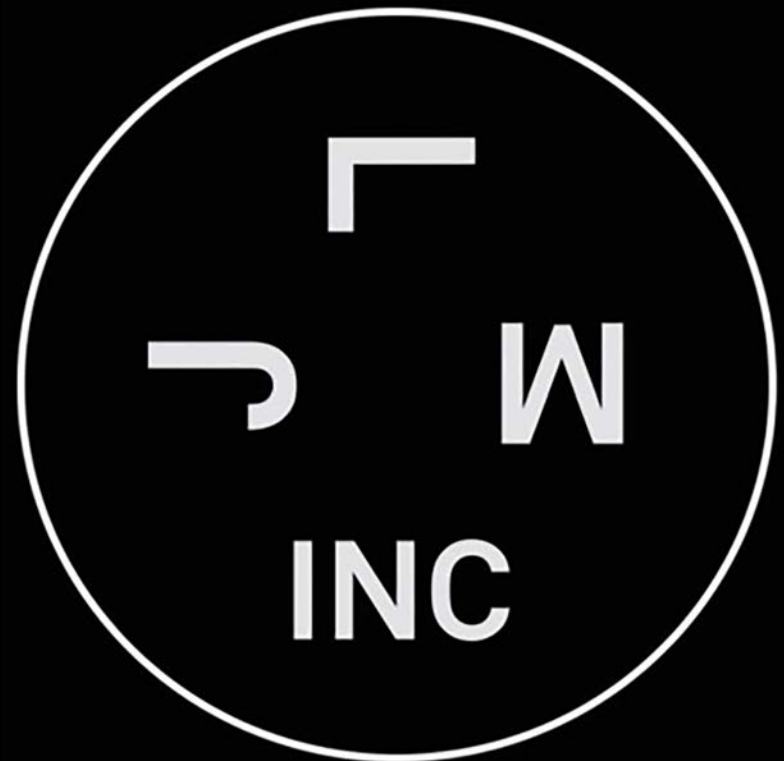
After recognising the need of storing massive bodies of information left by mortal remains, MISSION ETERNITY explores life after death by exploiting computer technology to collect and process human remains forever. Created in 2005 by etoy.CORPORATION, a business formed in 1994 by a European collective who focused on the final link in the value chain (art), MISSION ETERNITY constructs a bridge between life and beyond; a trip into the past, present and far future of human culture. At the heart of MISSION ETERNITY stands the creation and ultra-long-term conservation of capsules, interactive portraits and digital communication systems for human beings facing death (M∞ PILOTS). People can contribute to this business by becoming M∞ ANGELS and thus donating part of their digital storage capacity to the mission. As of November 2017, there were 2911 M∞ ANGELS registered, 2 M∞ PILOTS accepted for encapsulation and 1 unit of mortal remains had been transferred. In 2007, etoy announced the release of the ANGEL APPLICATION (the technological backbone of MISSION ETERNITY) which aimed to minimize, and ideally eliminate, the administrative and material costs of backing up by providing a peer-to-peer/ social storage infrastructure.

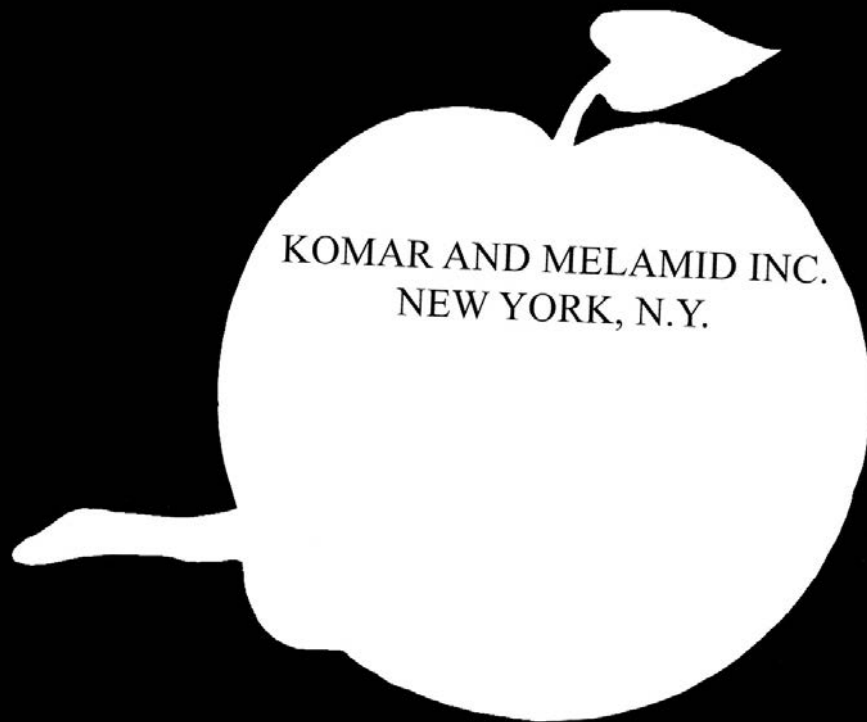




## Jennifer Lyn Morone Inc

In 2014, Jennifer Lyn Morone was converted into a corporation, Jennifer Lyn Morone Inc, with the aim of profiting from her own life resources and turning her flesh and blood into commercial commodities. As founder, CEO, shareholder, secretary, treasurer and product, Jennifer Lyn Morone offers through her state-of-the-art enterprise goods such as diamonds made from her hair, a personal perfume or a manual called How to Become a Corporation in 10 Steps (hardback) as well as Moore's life's future potentials, which exist in the form of shares (10,000,000 shares at \$0.0001 per share). However, Jennifer Lyn Morone Inc main profits are derived from dossiers of Morone's real data —her bank statements, emails, medical records, photographs, digital content— which are on sale for as little as \$130 for the Character Package and up to \$4500 for the Health Package; the Complete Package, a compilation of all available packages is priced at \$9100. By making every aspect of who Morone is, her identity, and the data she generates into profitable goods and services, Jennifer Lyn Morone Inc might compete with already established corporations that benefit from personal data commerce. Jennifer Lyn Morone Inc is currently developing the Database Of ME (DOME), an app that will ensure the collection and storage of personal identity for individual use and future commercialization.



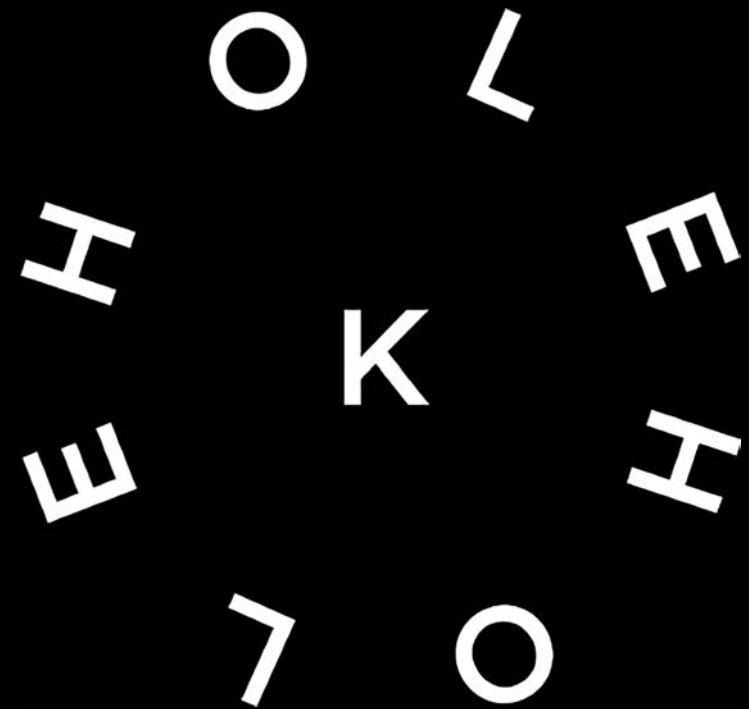


## **Komar and Melamid Inc**

Created by Vitaly Komar and Alexander Melamid, Komar and Melamid Inc was a multinational company primarily focused in the commerce of human souls. One year after its foundation, which took place in 1978, Komar and Melamid Inc had acquired a wide range of souls from living humans, both famous and unknown. To reach the highest profit margin in the soul industry and make the collection public, which included more than hundred souls, the company held auctions simultaneously in New York and Moscow with the purpose of selling these invaluable commodities. Komar and Melamid Inc best known product was Andy Warhol's soul, which was donated for free to the company on February 6, 1979 and later sold for 30 rubles (around \$30). A heated auction took place with the soul of American collector of nonconformist Soviet art Norton T. Dodge, a soul containing "a rare concentration of the most varied qualities" and which drew particularly intense bids. With the logo of an apple depicted above the skyline of Manhattan and the slogan of "A soul is the best investment", the company launched a massive advertising campaign which included posters, print ads and audiovisual commercials shown at the Times Square video display.

## K-HOLE

In 2010, the trend forecasting company K-HOLE was founded by a team of cultural strategists in New York composed by Greg Fong, Sean Monahan, Emily Segal, Chris Sherron, and Dena Yago. Aimed at the anticipation of new ideas, K-HOLE's activity mapped and made visible the relationship between contemporary anxiety and the world of goods, services, and movement around 21st century capitalist societies. The results from K-HOLE's numerous cultural intelligence studies appeared in the form of PDF reports and provided an approachable understanding of the corporate and consumer strategies that were enacted in the westernized world. Among their most famous and influential reports are FragMOREtation, which dealt with strategies of visibility and was distributed online and via limited-edition rubber USB bracelets, and ProLASTination, which dealt with strategies of delay and was firstly launched on USB dog tag necklaces. Furthermore, they were the designers of the pioneering K-Hole Brand Anxiety Matrix, a tool for describing anxiety's different vibes to help answer sociological questions about western anxiety. As facilitators and providers of the future, K-HOLE's group has worked with many other companies, such as MTV, Coach, Kickstarter or Stella Artois. Among the celebrities that have talked about their work are: Karl Lagerfeld, Pharrell, William Gibson, Jerry Seinfeld, Stephen Colbert, Alexa Chung, Diplo, Michael Kors, Courtney Love, Katy Perry, Tavi Gevinson and Joss Whedon. Their slogans "The time for now is always" and "Blowing It" have occupied both news media and meme culture in the past decade.



Unsolicited exhibition

July 16 - October 29, 2017

Online exhibition

Organized by Enar de Dios Rodríguez