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“GRIDLOCK”

variable
motors, dyed fabric, wood (2008)

Purpose: “For Sale” posts propped in the yards of available properties throughout the US is a “sign” of more than the mortgage crisis. Any market (including real estate and art) is driven by the availability of a product or service in comparison to the number of people willing to pay for that product or service. As the number of vacant properties increases and the number of art fairs expands- the buying pool has had less of an exponential climb.



“SOLD”

5' x 5', series of 5000
motor, wood, red dots (2008)

Purpose: The systematic placement of a tiny red dot on sold artworks is a time honored tradition that gallerists have manipulated as a sales tool from day one. Under the guise that the desire for something unavailable breeds a more intense longing, even a frenzy, the practice of an art dealer placing red dots on unsold works is a sales tool used to set an urgent fire in the heart (and mind) of a buyer.



“SYSTEMATIC SYSTEM” FEBRUARY 15 - MARCH 16, 2008
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