

Dear Ida,

I hope this note finds you well. The show has been running for a while now. The CONDITIONS are clearly GOOD but let's call a spade a spade and acknowledge that we have been short on opportunities over the last weeks. The prolific output of the artists' labour has hit the market but not the audience so to speak. Hence, I am pleased to announce the latest round of investments the artists are making to the exciting business of arts & culture: discounted combined sales and other still to be announced sales ceremonies. Whether it will turn out to be an effective strategy remains to be seen but it will continue to test the protocols of the art world, the artist's position in the spectacle of the art market and the increasingly merging concepts of the shop and the museum. Undisclosed sales remain a contested no-go-zone in the field of art, whilst art is supposed to be the number one space for contested realities, for unlearning, formulating new constructs and expose norm-critical consciousness. Rosalind Krauss argued in the 90's that the increased scale of museum architecture led the viewer's attention to focus on a sublime experience of space itself, rather than to the works of art displayed within it. In sink with the irrationality of our commodity driven socio-economic system, we can lead the viewer's attention to focus on sales-values, rather than to the works of art represented by it. Let's explore increased opportunities, embrace the Power of Now, be agile and open up new markets for expanding capital with our investment ready products.

Everyone is grooving on the creative economy,
It's time for good deals!

Good luck to us,

Tram Scawped,
Curator and Free Market Manipulator