

Alternative Risk Transfer

Place your bets at East End Art Casino and Exhibition

The Rag Factory
16-18 Heneage Street
London E1 5LJ
Exhibition: 10-13 December, 12-10pm
Preview: 9 December, 6-9pm



Fission, Christopher Thomas & Kristel Raesaar, 2009

The chips are down for 19 artists in an exhibition taking place at The Rag Factory this December. In an unusual twist on the debate over the value of art, participating artists will stake their work against collectors, curators and each other in a series of “after hours” poker sessions in a constantly shifting microcosm of the art market.

The A.R.T. Organisation presents **Alternative Risk Transfer**, an ‘Art Casino’ where risky behaviours are given free rein in London’s East End. Curated by London based artist Eugene Perera in collaboration with Eiko Honda and Christopher Thomas, the exhibition features work from 19 selected artists exploring the matrix of chance, skill and risk-taking arranged on 2 floors of The Rag Factory near Brick Lane.



Dice of Indecision, E A Byrne, 2009



A Play in One Act, Patrick Goddard, 2008/9



Re-cordings, Eugene Perera, 2008

Downstairs, the exhibition will include notorious performance artist, Mark McGowan, inviting participants to enter a booth in which they are asked to 'take a risk' in front of a video camera attached to a monitor outside. Simon Foxall's jurassic painting will teeter on the brink of representation while Christopher Thomas' confrontational image-making (pictured) will engage head-on with the politics of the exhibition itself. In an exploration of physical limitation and commodification, Yuki Higashino will sing himself hoarse destroying the original digital file of the recording while Taiwanese artist Big Other will challenge global institutions to stick their necks above the parapet and define 'what is democracy?'

Other participating artists include E A Byrne, Elena Cecchinato, Ali Eisa, Patrick Goddard, Anthony Gross, Catharine Harrington, Jasper Joffe, Jari Kennedy, Jamie Lau, Oliver MacDonald, Anne Pigalle, Scott Schwager and Natalia Skobeeva. Works will range across sculpture, painting, photography, performance and video in an environment where visitors are encouraged to interact and test their nerve.

Upstairs within a 'gambling den' installation created by Eugene Perera, the 19 participating artists will stake their art in a series of late night poker games, in which collectors can potentially acquire the works. Artists will be able to sell their work, depending on their negotiation of the game, while collectors play poker to improve their market position and buying power. Though there will be winners, there will also be losers: collectors who lose their financial stake and artists who realise no value for their work.

The remnants from the night's play will form an evolving installation, which includes recorded conversations from the game, representations of the work being staked and documentation of the twists and turns of the game. All artworks will be assessed by a 'Valuation Committee' in order to agree with the artist a guide price for which they will receive betting chips for the poker game. The price will be agreed through discussion of critical, aesthetic and symbolic value and how this might relate to financial value.

Through playing the poker game, **Alternative Risk Transfer** wishes to initiate reflection on the nature of value, commodification and risk-taking in art practice and how artists and collectors seek to position themselves in the market. In what ways do artists take on or transfer risk in their practice and interaction with the art market? What is at stake in a work? What is the role of chance in the creative process? How do we function in an uncertain environment where there are dangers beyond our control?

Alternative Risk Transfer is talking to collectors, artists, gallerists, curators, journalists or others interested in art about participation in the poker games. If you'd like to get involved, please contact Marta Bogna at Idea Generation.

Editor's Notes

The A.R.T. Organisation

The A.R.T. Organisation was set up to initiate critical reflection on the nature of value creation, transfer and destruction within systems governed by chance, skill and risk. Set up in 2009 by Eugene Perera in collaboration with Eiko Honda and Christopher Thomas, The A.R.T. Organisation plans to create further exhibitions and events in 2010 in order to develop the themes being explored in the Rag Factory show. The A.R.T. Organisation is an artist led curatorial initiative committed to developing original programming with artists that embrace risk in their practice.

www.alternativerisktransfer.org

Eugene Perera

Eugene Perera's art practice explores the relationship between chance, skill and risk taking, a combination of factors he experienced first hand having founded a series of media businesses including Festival Radio in Brighton and Kiss FM in Manchester. Eugene has an MA in History of Art (distinction) from Sussex University (2002-2003). His work has been shown at Siberia Film, Glastonbury Festival, APT Gallery and the British Composer Awards in association with BBC Radio 3.

www.eugeneperera.net

Eiko Honda

Eiko Honda has organised a number of curatorial, editorial, broadcasting and theatre projects that question the nature of art practice and its assumed history, economy and politics. The events include 'Copyright or Left' (a discussion forum on creativity and copyright in collaboration with Creative Commons UK) in London, and the Contemporary Noh Opera project "ONGAKU X ONGYOKU" in Tokyo. She is Manager to artist Gonkar Gyatso, whose works are currently being exhibited at the Venice Biennial 2009. Eiko is a graduate of Goldsmiths University, History of Art BA (2008).

Christopher Thomas

Christopher Thomas is currently undertaking an MFA in Art Practice at Goldsmiths College. His practice is a process of research into the dynamics of representation, investigating the ways in which power is negotiated through film and photography. He approaches image-making as a transaction through which to investigate the politics of looking. Christopher is the Arts Editor at Stimulus Respond Magazine and his films have been shown at the Curzon Soho, the Rio Cinema, the former Lux Cinema and the Cannes Film Festival 2006. His work is currently exhibited as part of Bloomberg New Contemporaries 2009.

Contacts

For further information / Use of pictures / Interviews

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Ends

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For:

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