

FASHION WEEK!

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FASHION SPECIAL



## Reviews

### AND



Art

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

★★★★★

#### Artprojx Space

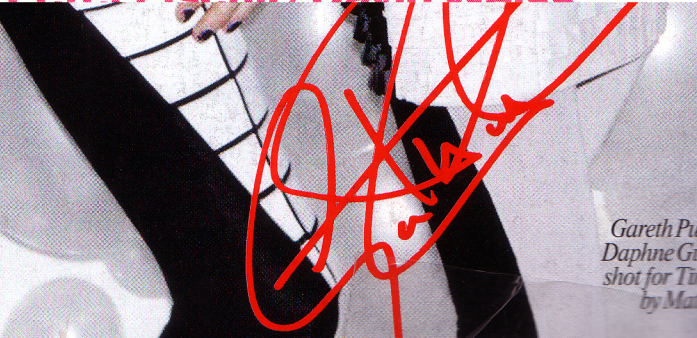
Chelsea to Westbourne Park

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



Gareth P...  
Daphne G...  
shot for T...  
by Ma...

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