

# Art = Commerce

1997 © Wassermann Franz

"Logo = Wassermann = Artist"

The Logo: The Fish

## The Collections

**Basic Collection** "The Fish" will be punched out of DIN A4/DIN A3 (standardized sizes) cardboard to produce a stencil. Above the stencil the text "LOGO = WASSERMANN = ARTIST" and below it the invitation "REPRODUCE ME!" will be embossed (blindprägung) and signed by the artist. The stencils of cardboard and instructions for use will be sealed in plastic, enabling the consumer to easily buy and transport the product, or order it by means of catalogue or internet. It could also be sent as a type of postcard. The consumer then has the tools and knowledge to become an artist himself or to persuade someone else to become one.

These art-works can be ordered or purchased from companies such as QUELLE, OTTO, IKEA, etc. ART and its subsequent provocation lies in the radical commercialization of the public reaches of the mail-order companies and department stores, the temples of economic consumption. The subjugation to commerce and the resultant reversal of the role of the consumer evolves, making him the "slave" and reproducer of the work of the artist Franz Wassermann.

The consumer will be invited to produce endless reproductions of the Wassermann logo. That is to say, that he may reproduce THE FISH endlessly for his own private use. If, however, he desires his "private" work become an original Wassermann then the customer must purchase the signature of the artist thus becoming the owner of an original and unique work. The legal rights to the work remains with Franz Wassermann. Here the artist applies the methods of the Old Masters in that his "students" (consumers) produce work for him. Further, the scope of the project will be heightened by an annual competition and event called "The Fish of the Year" where the artist awards the three best works with his signature.

Parallel to this will be a PRET A PORTER edition for collectors. The artist will create limited editions of spring, summer, fall and winter collections, plus a HAUTE COUTURE collection. This will consist of original works in various sizes and techniques by the artist Franz Wassermann.

Are you curious?

Want to know more?

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