



# More than two hundred artists !

# SPACE MEDIA 2020

29.01.2020

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Fred FOREST  
Space Media 2020  
Paris, France



## JUST BEFORE PHASE II OF THE INVISIBLE BANANA WHOSE PRESS CAMPAIGN STARTS TODAY.

More than two hundred artists participate in Paris with Fred Forest in the success of the first phase of SPACE MEDIA 2020.

In this crusade against easy money and the «anything in the art» contemporary, (dixit Jean Baudrillard) supported by globalized mega Galleries, two hundred and twenty-two confirmed artists present their work out of market at the Gallery S-Mortier 77 rue Amelot at 75011 Paris 75011 until March 21.

### EXHIBITIONS FROM 25 JANUARY TO 21 MARCH 2020

**The newspaper Le Monde**, which has obtained an exclusive interview with the artist based on a long companionship that has been going on since 197, will soon give you a complete picture of its positions vis-à-vis this art market in its new action: "THE INVISIBLE BANANA".

It is a question of social hygiene, a sale by mockery of the work called «The invisible banana» proposed at exactly the same initial price of US\$ 120,000 the one marketed by the Perrotin Establishment in Miami. This is an almost Machiavellian device and a pedagogical revelation aimed at demonstrating the influence of financial circles on contemporary art. As well as the opacity of the validation prices of works whose amounts applied arbitrarily are no longer related to their quality.



Above the work "The invisible banana on white porcelain plate of Limoges". The banana that was present on the plate has certainly disappeared abruptly but it is still present in the heads of the "watchers". Its initial price set at US\$ 120,000 reference price to the banana of Ets Perrotin can only undergo an increase inherent in this additional conceptual contribution, which should finish convincing the declared collectors, potential buyers of this work ... The Work is visible at the opening hours of the gallery S-Mortier and also by appointment.



## Major stages

### I. Space Media 2020

more than two hundred artists participate in Paris with Fred Forest to the success of the first phase of SPACE MEDIA, before the second phase of the sale of the "Invisible Banana", which occurs unexpectedly after the sequence of the banana Perrotin in Miami...

### II. The sale of the "Invisible Banana"

Are you both a collector and possibly this man or woman? Get in touch without delay with Maître Eric Le Marec Huissier de justice in Paris to finalize your purchase by handing him a cheque of US\$ 120.000 denominated for the benefit of the Association Mains d'Oeuvres.

## Objectifs

1. An already historical work that will bring under his own name in the history of art the rather insightful collector who will acquire it
2. Which offers at the outset the possibility of a release of guilt and of an image of great generosity, the proceeds of this sale being entirely intended for the Association of artists hands of works recently expelled from its premises by the mayor of the municipality of Saint-Ouen
3. To promote one's own image at little cost in the fierce competition which opposes it to other colleagues collectors, the amount of this purchase being far less than that of a Jeff Koons or even of a Banksy ...
4. To be the first collector who is able to have enough humor, distance to oneself in this sinister world where only money seems to matter?
5. And finally, to conclude, to mark his name on a white stone, a entry into this new civilization that is preparing with the younger generations, where art will possibly become again synonymous with pleasure, and no longer the only stock market value to hide behind the eyes in the depths of an armored safe.

## The Sales Protocol implemented by the artist

Initially, the philanthropist artist, through a personal correspondence addressed to the 350 most representative French collectors, proposed to them to acquire the work «The invisible banana», sold for the benefit of the Association known of artists «Mains d'œuvres» which has just been expelled from its premises by the Mayor of the municipality of Saint-Ouen. The collectors in question will be able to buy themselves eventually have a period of 53 days to address a cheque of 108.120 €, either in American currency of US\$120,000 to Maître Eric Le Marec Huissier de justice in Paris in charge of ensuring the regularity of the transaction. The cheque must be made out to the benefit of the Association Mains d'œuvres.

On Wednesday 18 March 2020 at 18h00 the proposal will be foreclosed. The next day Thursday, March 19 in front of the accredited press, Master Eric Le Marec Huissier will report the results of this sale proposal in the presence of Paul Ardenne art critic and Fred Forest promoter of this action under sociological art.

### **Two situations are to be considered:**

1. The acquisition was done in due form. The name of the collector with his agreement is given to the press. The cheque is given immediately to Juliette Bompard, director of Mains d'œuvres. The champagne will flow.

2. No buyer has made up his mind. Paul Ardenne and Fred Forest opened the debate on the reasons for this misappropriation, according to them, by asking disturbing questions. Linking two similar works by two well-known artists, one of whom finds buyers in the immediate future from collectors and major institutions, and the other not? Where is the rift? It is true that the banana artist Perrotin supported by the merchant system of art already reaches in its sales stratospheric prices. Prices established by the sole strength of the advertising power of the Perrotin Gallery, its influence networks, its relationship, and its presence in this world of art, and no longer on the intrinsic value of the works put up for sale.... A conditioning of art circled by the press, especially American globally, ensures its hegemony since 1945 and creates all pieces of iconic artists who fight at a price of gold in international fairs, at Sotheby's or Christies with amounts that don't make any sense. His excesses which amaze us, currently reach its climax in a climate of end of reign, and alert the most lucid. The state of the art, as well as the nature of its modes of production and exchange, are revealing in a society of its good health or on the contrary of its wiliness.

One can see a conditioning of the minds by the system of contemporary art at all levels of society, that of the leaders of the State, of its institutions, of the Schools of Art, of that of its elites or of its pseudo elites. In the end each of us, proves to be victim of the context and of this permanent collective brainwashing, we no longer know the distinction between the true of the false, the authentic of the false, the truth of the lie... The merchants of the temple seized the art scene and gently imposed their law with impunity in the most insidious way possible.

The works of art are no longer only the banalized products of a financialization which is no longer worth only their amount in dollars, euros or yen, which they are supposed to represent.

We waited only for the child who, as in the tale of Aderssen, tells us with his angelic purity : BUT THE KING IS NAKED! This child was there during the opening of the Space Media 2020 you have it, here, before the eyes that looks carefully at the work known as the invisible Banana before it inevitably returns one day to a great museum, having lost everything of its first virginity.

