

The Dematerialized Auction: A Fluxus Fundraiser for *George*

Jan 10, 2015, 6:30-9:00PM
Emily Harvey Foundation
537 Broadway 2nd Floor
New York, NY

Jordan Carter and Anitra Lourie are pleased to announce *The Dematerialized Auction: A Fluxus Fundraiser for George*, a conceptual auction hosted by the Emily Harvey Foundation (EHF) and conducted by Christie's Robbie Gordy. The auction takes the form of a series of wall-projected text-based scores and instructions that seek to evoke the spirit of Fluxus while supporting the realization of Jeffrey Perkins' film on the Fluxus founder George Maciunas.

Audience members-turned-participants are invited to bid on these Fluxus-inspired scores and instructions (i.e., "Wash your hands with air") that have been submitted by an international array of historical Fluxus artists, interspersed with contributions by contemporary artists working across media that complement Maciunas' Fluxus lineage.

All proceeds will go toward funding *George*. Each score has a starting bid of \$50, equalizing the worth of all contributions and eschewing the surplus value of the 'art star.' The winner of each sale will receive a Xerox of the score/instruction and a nonexclusive certificate of ownership, allowing them to realize the score in any fashion. Winners will also be listed in the credits of the film. Indeed, this is not an auction of objects or things of a traditional monetary value; the audience bids on immaterial ideas and concepts in the playful, yet productive Fluxus ethos—facilitating the completion of *George* and extending the reach of Fluxus to future generations.

In addition to its practical fundraising dimension, *The Dematerialized Auction* posits the 'auction' as a platform for collective participation and imagination. This auction can only exist through your imaginative (and monetary) investment. We hope that this event will open up a dialog that will extend the walls of the EHF regarding the 'meaning' of Fluxus in our post-digital age.

A fully illustrated catalog e-book will be available on the Emily Harvey Foundation website for review prior to the event. Remote bids are accepted via email (fluxauction@gmail.com) up to 24 hours before the auction begins. All submissions, including those not exhibited in the live auction, will be included in the physical catalog that will be available on the night of the event—suggested donation of \$20.

Artists featured in the live auction include: Jeffrey Perkins, Yoko Ono, Jon Hendricks, Geoffrey Hendricks, Ben Patterson, Larry Miller, Alison Knowles, Ken Friedman, Eric Andersen, Xaviera Simmons, Joao Simoes, Casey Reas, Florence Jung, Thomas Geiger, Addie Wagenknecht, Jean-Baptiste Farkas, Emma McCormick-Goodhart, Tim Simonds, Mackenzie Younger, and Julia Pelta-Feldman

The event is scheduled for January 10, 2015 6:30 to 9:00 p.m. The auction will start promptly at 7:00 p.m. Please RSVP by January 5, and for more information contact Fluxauction@gmail.com.