

ELECTRA

—

Offer & Exchange: Sites of Negotiation in Contemporary Art

Commission No 4

'Fiction on Auction' by Goldin+Senneby

Christie's, South Kensington, London

Sale 2pm 25 March 2010

Guided tours from 2pm Saturday 20 March and from 6pm Monday 22 March 2010



—

Looking for Headless is a novel in the making, an intricately woven detective web in search of an offshore company called Headless Ltd. In the afternoon of 25 March 2010 at the 'Post-War and Contemporary Art Sale', Christie's (London), will offer for sale the opportunity to appear in the novel, as part of a project by artists **Goldin+Senneby**.

In *Fiction on Auction*, the name of the successful bidder will form the name or identity of a character in the novel thereby entering into the work and becoming part of the fictional process. Inserting a question mark into the relationship between patronage and the work of art, the novel becomes akin to appearing in a portrait that is yet to be made, thereby becoming a form of contemporary commissioning. Goldin+Senneby will create a guided tour exploring the context for their work; including the history of selling conceptual art, the site of the auction house and the history of character and product placement in works of fiction.

The novel *Looking for Headless* has played a central role in Goldin+Senneby's practice over the past three years. In the novel, the artist characters, Simon Goldin and Jakob Senneby, are investigating an existing offshore company on the Bahamas called Headless Ltd., while getting embroiled in a murder mystery plot spanning art world events, a secret society from the 1930s and the world of offshore finance.

—

ELECTRA

-

About the artists

Goldin+Senneby, founded in 2004, is a framework for collaboration set up by artists Simon Goldin and Jakob Senneby; exploring juridical, financial and spatial constructs through notions of the performative and the virtual. Solo exhibitions include: 'Headless. From the public record', Index, Stockholm (2009); 'Goldin+Senneby: Headless', The Power Plant, Toronto (2008-2009). Recent group exhibitions include: 'Feedforward', LABoral, Gijon (2009); 'In living contact', 28:th Bienal de Sao Paulo (2008); 'Reality Effects', Henie Onstad Kunstsenter, Oslo (2008); 'Data Recovery', GAMeC, Bergamo (2008). For more information on their work www.goldinsenneby.com

About Offer & Exchange

Fiction on Auction by Goldin+Senneby is the fourth part of the project, Offer & Exchange: Sites of Negotiation in Contemporary Art, a series of site-specific commissions inviting artists using legal contracts as artistic frameworks curated by Daniel McClean and Lisa Rosendahl and produced by Electra. Each commission has been conceived for one of the following sites in which art is made visible by being exhibited, publicised, sold or collected: (i) the commercial gallery; (ii) the corporate collection; (iii) the art magazine; (iv) the public institution; (v) the private collection; (vi) the auction house; (vii) the art fair. *Fiction on Auction* explores the site of the auction house and has been commissioned by Electra in collaboration with Christie's.

About Electra

Electra is a UK-based contemporary art agency specialising in curating, commissioning and producing ambitious cross-disciplinary projects by artists working across sound, moving image, performance and the visual arts. Selected projects include 'Favoured Nations', Momentum Biennial (2009, Moss, Norway); 'Sound Escapes' group exhibition (2009, Space Gallery, London); '27 Senses' group exhibition (2009, Ålesund, Norway); performance programme 'Art Now Live' (2007, Tate Britain); 'The Wire 25' season of performances and events to mark The Wire Magazine's 25th anniversary (2007, London); group exhibition 'Her Noise' (2005, South London Gallery; touring 2006 - present); newly commissioned performance and film production 'Perfect Partner' by Kim Gordon, Tony Oursler and Phil Morrison's (2005, The Barbican Centre and 6 venues across the UK and Europe); Christian Marclay's performance 'Sounds Of Christmas' (2004, Tate Modern). Electra is funded by Arts Council England.

Please contact Irene Revell for further information, or to book a place on the tours:

irene@electra-productions.com / +44 (0)29 7837 3131 / +44 (0)7891 594 988

CHRISTIE'S ELECTRA



Supported by
**ARTS COUNCIL
ENGLAND**

40 Rosebery Avenue
London, EC1R 4RX
United Kingdom

electra@electra-productions.com
Tel/Fax +44 (0)20 7837 3131
www.electra-productions.com