

PRESS RELEASE



FOR FREE*

- an Intervention by Daniel Man at Andreas Binder Gallery
March 24 – June 5, 2021

The exhibition project "**FOR FREE***" (**artists are not working FOR FREE*), initiated by the artist Daniel Man and funded by *Stiftung Kunstfond*, fits into the pandemic time, because it involves a large number of fellow artists and is conceptually based on solidarity.

Almost 100 artists show their artworks - all of the same size - and their strong community at Andreas Binder Gallery. The exhibition symbolizes the cohesion within the artist scene and the attempt of a collective inventory of the arts to overcome this most serious crisis within the last 70 years.

The exhibition title **FOR FREE***, which suggests that there will be something for free because of its addition **Artists are – not – working for free*, addresses the difficult conditions under which artists are currently trying to do their work.

Although generating one's own income with art was already the precarious everyday life of most cultural workers before March 2020, the pandemic amplifies and clarifies this situation. For example, the government is intensifying a division between different occupational sectors by awarding different state fundings. Behind the loud voices of collectively organized lobbyists from "job-relevant" industries culture as a community of individualists, that is not sufficiently organized in terms of power politics, takes a back seat.

The cultural industry consists of an unbelievable number of lone fighters who act without a union or lobby, but whose strength is to work communicatively, spontaneously, creatively and extremely networking. "FOR FREE" wants to illustrate this fact in order to reveal the situation of the artists. The artistic roots of the curator Daniel Man become clearly visible here: they are found in the graffiti movement, which has always been defined by networks, cooperations and global communication.

And that is why the exhibition concept and the individual works of the artists deal with processes and upheavals within the massive restrictions since March 2020. Furthermore, the participating artists have written down some of the main challenges or changes they face in this crisis. VR technology in the exhibition will make these personal and highly individual approaches visible.

The strategic peculiarity and the symbolic core element of the exhibition based on solidarity, is that all sales revenues are distributed in exactly equal parts among all participating artists.