

WE'RE ONLY IN FOR THE MONEY

Anna Daniell & Sverre Strandberg

Various art materials, looped sound, paint marker on the wall, lambda prints

The installation “We’re Only In For The Money” shows two figures assembled of new/unused art materials; the type of products you will find in a regular art material shop. The two figures are doing the activity of tagging “We’re Only In For The Money” on the wall. One figure is pushing the pedestal with the other figure on top in order to move along the wall.

The title is taken from Frank Zappas 1968 album “We’re Only in It for the Money” - which was a parody of the Beatles record “Sgt. Pepper’s Lonely Hearts Club Band “. Zappas album may suggested that The Beatles made a brand out of the “Flower Power-scene” on cost of the radical and experimental. Instead the hippie expression became just another “image”, something to wear similar to clothing.

In this context the installation “We’re Only In For The Money” reflects up on the struggling artist trying to make sellable works and also point towards the discourse between matter and idea. The art materials function as peculiar types of found objects bearing the potential of rematerializing into a another artwork and gain new value.

The installation also contain a sound piece. The two voices, one Korean and one English, is reading out the receipts from the art material shop. This reveals production costs and brings the sublime potential of viewing the piece down to earth. The photographs on the contrary, depicting the two figures in black and white, is parasitic to the main installation glorifying the two figures and suggests an ironic self reflection.

- Changdong Art Studio 2009

