

FOLKLORE  
US  
AFRIC



# FOLKLORE US POSITION PRICÉ

*Koenig Books, London*



a

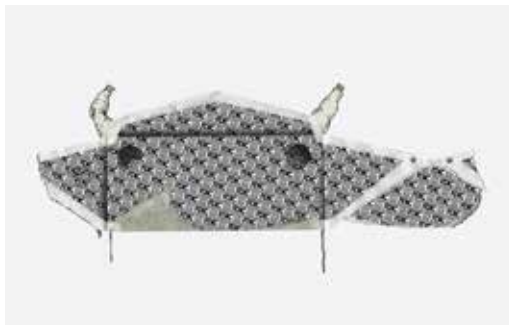
**a.** SinnLeffers department store interior, with garment collection for sale. From *Folklore U.S.*, 2012, at dOCUMENTA (13), Kassel, 2012



b



c



d

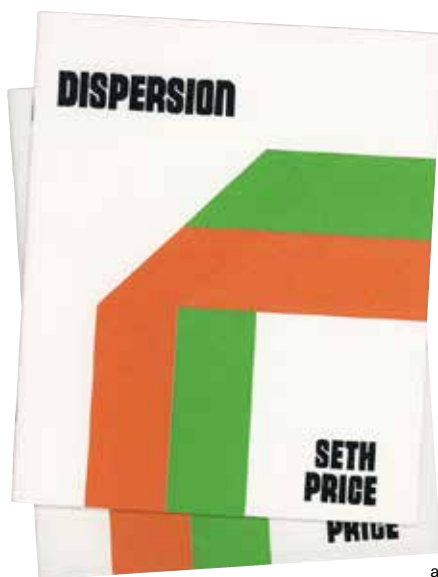
**a.** Studio view, 2012. Zhana Clic models the FDIC bomber jacket in front of *Jumpsuit with Decorative Security*, 2012 **b.** *Exploded Jumpsuit with Decorative Pattern*, 2012, linen canvas, printed charmeuse liner, snaps, buttons, zippers, buckles, grommets, etc., dOCUMENTA (13), Kassel, 2012 **c.** *Federal Jumpsuit/*

*Corner Slump*, 2012, canvas, printed cotton liner, snaps, buttons, drawstrings, grommets, etc., dOCUMENTA (13), Kassel, 2012 **d.** Working drawing, 2011, pen and ink jet on paper



CB: On my Facebook account the other day, an avid art patron who shall remain nameless posted an article that basically said, "In this day of stock-market volatility and real estate implosion, the rich are diversifying their art portfolios." In other words, art is a safer investment right now than gold. This woman posted the article as if it were something the art world should celebrate. I don't want to seem old-fashioned, nor do I think that artists need to be poor to create legitimate works. And yes, money makes the art world go round. But I think a bunch of disinterested speculators buying up art and determining who gets shows and what has value is pretty awful. At least it's not the reason I took refuge in art as a young adult. I thought in your essay *Dispersion* you were trying to figure out ways to short-circuit that relationship between the artist and the buyer.

SP: Well, I was thinking about a different model of circulation. I never thought of it as a replacement. I liked the idea of redundancy, that you could operate in different economies simultaneously, and sometimes with the same artwork. And *Dispersion* was my example of that. It operates in three spheres. It's available online as a free PDF, and that version is available everywhere, there's no spatial location, essentially, unless you think of a server somewhere as the location. And there's no price. But then it also exists as a booklet you can buy. It's selling for ten dollars at Printed Matter, and then it comes up as a used book on Amazon. That's the retail economy. And then I took the essay's layout file and printed the spreads on plastic and vacuum-formed them over knotted ropes. That's sculpture, it was for sale in the art economy, at art-world prices. And the essay got broken up, and the pages got sent to different homes. So in a way it's this same idea of sending a work through different channels and seeing how they recompose the message.







a

**a.** *Container for Handmade Pattern* (detail), 2013, blackened cork facing, high-performance mesh outer layer, hand-stamped Tyvek liner, printed charmeuse liner, covered snaps, zippers, buckles, etc.



**FOLKLORE U.S. EXHIBITIONS  
AND PRESENTATIONS**

"Seth Price x Tim Hamilton," Spring/Summer 2012  
presentation for New York Fashion Week  
September 7, 2011

*Folklore U.S.* SS12 fashion show,  
dOCUMENTA (13), Kassel  
Friedrichsplatz parking garage  
June 7, 2012

"Folklore U.S.," dOCUMENTA (13), Kassel  
Exhibition at Hauptbahnhof  
Shopwindows and garments for sale at SinnLeffers  
department store  
June 9–September 16, 2012

"Folklore U.S.," Petzel Gallery, New York  
October 26–December 22, 2012

"Steh Pirce," Reena Spaulings, New York  
May 9–June 9, 2013

"Seth Price," Galerie Gisela Capitain, Cologne  
June 7–August 31, 2013

**SPRING/SUMMER 2012 PRESENTATION,  
dOCUMENTA (13), KASSEL**

Concept and direction: Seth Price & Tim Hamilton  
Garments by Seth Price & Tim Hamilton: Bomber Jacket,  
Infantry Poncho, Field Gaiter, Paratrooper Pants, Officer's  
Trench, Batwing Sniper Jacket, Flight Suit  
Stylist: William Graper  
Hair: Martin-Christopher Harper  
Makeup: Hugo Villard  
Show production: Eva Gödel / Chewing the Sun  
Casting: Tomorrow Is Another Day  
Models: Mathis, Fabian P, Florian, Benedikt, Moritz L, Marcus,  
Arnd, Assan, Ousenu, Julian P, Henning B, Rene K, Felix S,  
Marcel B, Felix K, and Ivonne B @ Tomorrow Is Another Day  
Lauren van Asseldong and Sarah von den Brink @ Union  
Models  
Isabelle Sonnenschein, Lia, and Siri Laude @ Modelwerk  
Anne Kruger @ SMC





## PHOTO CREDITS

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The artist and Capitain Petzel: 20b, 37c, 37d, 38a, 41a, 43a, 45a, 47b, 49a, 87b, 93b, 119a, 165d, 231b  
The artist and Reena Spaulings Fine Art: 13a, 81c, 105b, 113a, 121a, 139a, 176a, 191c, 193a, 195a, 197a, 211a  
The artist and Isabella Bortolozzi Galerie: 16a, 20a, 163b, 172a, 175a, 178a, 184a, 185b, 187a, 188a, 189b, 207a, 209a, 229b, 230a  
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p. 7: "Steh Pirce," Reena Spaulings, New York, 2013, exhibition poster  
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## SETH PRICE WOULD LIKE TO THANK

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