



Demand and Supply
Jeremy Hutchison

Demand and Supply by Jeremy Hutchison

A gallerist is given a booth at an art fair in Basel. He invites an artist to create work.

The artist invites a collector to create the work: the artist simply offers technical support.

The collector instructs the artist to prepare eleven white plywood boards, covered in molding paste.

He stipulates that these must be given to activists from Occupy, who are invited to work on the boards as they see fit.

They are provided with aerosol sprays: blue and black. There are no other restrictions.

At the fair, the artist is instructed to play the role of gallerist.

Profits from any sales must be split between the gallery, artist, collector and activists.

LISTE18, Basel. Booth G1 Wednesday 12th June 2013

Notes for editors:

Demand and Supply by **Jeremy Hutchison** is presented by **Nathaniel Pitt**, The Gallerist Programme organised by De Appel, The Fair Gallery and Liste 18

Jeremy Hutchison (b. 1979) lives and works in London. He was trained in linguistics and wrote advertising for Coca-Cola before receiving a distinction from the Slade. Working across installation, video and sculpture, he designs situations that turn everyday life into manifestations of the absurd. In a recent work, Erratum©, he emailed factories all over the world, asking that one of their workers produce an incorrect version of the product they make every day. This installation was awarded the Barto dos Santos Award, and he was subsequently named by The Independent as one of the most interesting artists to graduate last year. Subsequent exhibitions include Saatchi New Sensations (2011), V&A Museum (2011), Zabudowicz Collection (2012), Nassauischer Kunstverein Wiesbaden (2012) and a commission for London's SouthBank Centre (2011). Jeremy has had a solo show at Paradise Row and a forthcoming show at the ICA in London later this year. He was selected by Delfina Foundation / Art School Palestine to spend a 2-month residency in Ramallah, West Bank. The culminating installation will be shown at the ICA, alongside work by Olivia Plender, Bashar Alhroub, Jumana Emil Abboud, Bisan Abu-Eisheh, and curated by Rebecca Heald.

Nathaniel Pitt (b. 1975) lives and works in Worcester, UK, Artist, Director, Division of Labour. Nathaniel trained at Falmouth School of Art, Wolverhampton University and De Appel in Amsterdam. He has facilitated many regional, national and international exhibitions and worked with a host of internationally recognised artists. Between 1999 and 2006 Nathaniel taught fine art in New York, London and Oxford, he now owns and directs two galleries; PITT projects in Worcester and Division of Labour in Great Malvern.

The Gallerist Programme. Since October 2012, **de Appel arts centre** and **The Fair Gallery** (gb agency, Paris; Hollybush Gardens, London; Jan Mot, Brussels; Raster, Warsaw) will launch the new professional development programme the Gallerist Programme. The Gallerist Programme sits alongside the Curatorial Programme as part of de Appel's activities in Education and Development and connects to The Fair Gallery's initiative to examine and create new forms of collaboration between galleries in an increasingly expanded field of operation. Advisory Committee: Peter Blaeuer (Director, Liste) Richard Flood (Curator at Large, New Museum) Teresa Gleadowe (Independent Curator) Runa Islam (Artist) Olav Velthuis (Economic sociologist, UvA) Zhang Wei (Vitamin Creative Space)

LISTE Art Fair Basel. What began as an initiative by young gallerists in 1996, developed into one of the most important fairs for contemporary young art in the world. For 18 years, the fair has been making relevant contributions to the promotion of young artists and galleries. The intentionally low number of 66 galleries and the high level of sophistication of those galleries are reasons for LISTE's extraordinary success, international reputation and drawing power. June 11 to 16, 2013 Main Sponsor since 1997 E. GUTZWILLER & CIE, BANQUIERS, Basel

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