

## To Sell ART Works Using Vending Machine.

Sunghun Kong

I sold some small art works using cigarette vending machine in the National Museum of Modern Art. The prices of the works were equally 1000 Won and the sizes of them were limited to the cigarette pack size, due to the conditions of this machine. Cigarette pack-like paper boxes were distributed to the twenty commissioned artists, who produced their works, drawing, painting, objet, and collaging on or in them.

Vending machine is a kind of reduced retail shop which has showcase, cashier, storage, and advertisement in it. The whole process of this vending machine project - the selection of the artists for this project, the evaluation and exhibition of the works produced as art objects, and selling of them using the machine - is a metaphor of art criticism and commercial gallery system. This project is my critical comment on the so-called "critic-dealer system."

I focused on the relationship between art works and commercial goods. Art works are not opposite to commercial goods. An apple is an apple itself when it is hung on a tree. But it becomes a commercial goods when it is placed on a rack in a store. Likewise, an art work is also an art work itself and commercial goods. The predicate "commercial" is not the one describing the nature of objects. It merely explains one additional character of them. The art work becomes an article of commerce when they are placed in the context of capitalist mechanism at art markets. After all, everything can be a commercial goods in this capitalist society.

Like the other commercial products, the commercialized works also have the similar problems related: the hype for selling and the hypocrisy for the culture and benefits, etc.

This work is comprised of three parts: the vending machine, works for sale, and process of selling which includes the return of benefits to the artists with the deduction of certain amount of commission.