

from Sean Ripple <sripple@gmail.com>
to risa@mail.utexas.edu
date Jan 3, 2010 1:23 PM
subject I Stand at the Door and Knock
mailed-by gmail.com

Hello Risa,

I would like to exhibit a project at the Blanton Workspace called *Your Money Made it Happen*. With this project, I would attempt to borrow \$10,000 in cash by October of 2010. On October 10th, I would have an opening where I exhibit photographs of me doing things with the borrowed money. For instance, "went to the movies with person A's money" or "went to dinner with my wife with person B's money". However, the money would not be spent to do the things featured in the pictures, but would make an appearance in each picture...the money would hang out with me as it were.

I'd also make a video contract with each lender, and the compilation video would be exhibited along with the photos. At the opening, I would give back the borrowed money to the lenders...theoretically, this would guarantee an audience for the opening because lenders would want their money back... the only way to get their money back (as stipulated by me in our contract) would be to come to the show. If the lender does not attend the opening, their money will be donated to the Blanton.

So in essence, I use money to put on an art show, but money's normal function would be somewhat subverted...sort of playing with the ideas of arts funding and the economic downturn, you know.

Here's a sample of the donation letter that would go out to potential lenders:

A few months back I was reading a job posting for a marketing/development position for a local arts organization, and I thought I might apply – that is until I read the job requirement which stipulated that the applicant "must be able to exhibit a proven track record of raising 100+k... and have extensive fundraising experience." Having never raised more than \$360, and considering that I have only attempted to raise money for a charity twice, I had to admit I wasn't qualified for the position... quite a deflating realization. However, out of a nasty case of feelings of inferiority came an idea for a little art project so the feelings weren't for naught.

The idea: Raise \$10,000 by October to put on an art show without spending the money I raise to put on the art show. Yes, that's right, I will only borrow your money in an attempt to meet my goal amount. On October 10th 2010, your money will be returned to you. I

will use your money to make art, but will keep it safely hidden and locked away when I'm not using it.

Now for certain, raising this amount of money for the purposes of art in such a short amount of time is a challenge – it's especially challenging given our current economic downturn and the fact that I'm not even a bit player in the local arts community. However, if reality T.V. has taught me anything, it's that to earn money, you have to overcome artificially imposed challenges.

The catch(es):

1) To get your money back, you must come to the opening of the exhibition that relates to this piece on October 10th 2010. If you do not come to the exhibition, I will consider your money a gift and will donate it to the Blanton.

2) I will only accept donations in cash... this is so that I don't involve a bank – don't want to accrue interest on your money, and I don't want to have to report this money as income because it's not income.

3) A minimum donation amount of \$60 is required.

4) You must agree to let me borrow your money under these terms on video camera.

5) You must consent to allow me to exhibit your image on the video contract in DVD format at the opening on October 10th.

6) I must be able to obtain your donation and video acceptance of these terms at your home, studio, home studio, or place of business.

If you'd like to donate money to the cause, please contact me by email sripple@gmail.com or phone 512 699 8168 and we can make arrangements to meet up for the exchange...

Thanks,

Ripple, Sean

Let me know if Blanton would be interested in hosting the piece... If October is already booked, time frames can always be changed.

Best,

Sean

www.seanripple.net

www.incurve.blogspot.com

www.youtube.com/rippleflatlife