

*Simone van gen Hassend und Herbie Erb:*

## **MONEY – FACTORY**

### **1 Million for 1 Euro - The Marvellous Multiplying Money Making Machine**

We are printing our own money. Artists (from Berlin, Karlsruhe and other places) are invited to design 1 Million Dollar notes (in our own currency, the „FACTORY Dollar“ or any other name preferred by the artist).

The 1.000.000 Dollar notes will be printed on location by us using a disguised digital printer (unlimited edition) and sold for 1 Euro each.

Visitors to the exhibition/project, can purchase money and art for unreasonable prices. In this way it is possible to counteract the recession by multiplying money, while at the same time supporting and promoting artistic expression.

The participation of various artists opens up opportunities for speculation on future value increase. While this will probably not happen, the additional possibility is being offered to buy symbolic, synthetic CDO's (Collateralized debt obligations) which can be used to bid against such increase. The public can participate in the Goldman-Sachs Method and playfully reenact the mechanics of the economic crisis. At the same time a frame of reference is created concerning alternative monetary systems such as regional money and bartering, also questioning the general practice of standard value systems, not least in the art market.

Furthermore, through this campaign, the personal economic crisis of the artists involved can be averted.

The buyer of the banknote becomes an instant millionaire, the symbolic act of multiplying money becoming a reality. Fortune and money for everyone...



*Installation:*

## **The Money-Factory - The Marvellous Multiplying Money Making Machine**

As a production site and presentation platform, a space installation is being built. Here the designed banknotes and other smaller artworks are shown.

(Variable size, preferably walk-in, the printing press in the centre representing the golden calf. Partly erected walls serve as hanging space)

The installation will be shown from 8th July to 28th July in the exhibition "11. Kunstkreuz, Kunst in der Krise" at the Künstlerhaus Bethanien in Berlin. The Opening is at 8. Juli. We print money. On Saturday 10th Juli at 7 pm we are planning a Money-Making Action with the involved artists and the audience.

The Karlsruhe-based **FACTORY** was created in Summer 2009, a collaboration between the multi-media artist Simone van gen Hassend and the visual artists Mike Überall, Oliver Jung and Herbie Erb, members of the band „Jonny Las Vegas“, which in addition appeared as an independent virtual exhibiting unit/person.

The project serves as a platform for interdisciplinary artforms. Under the name „Jonny Las Vegas-FACTORY“ we were presenting ourselves and guest artists at the UND#5 (independent art fair in Karlsruhe) to great public acclaim.

Within the frame of the Factory concerts, performances and exhibitions take place, covering many areas of expression; in this way the musicians subject themselves as guinea pigs to Simone van gen Hassend's experimental performance „Labor - the Lab“ while lending musical support.

The performance „gloomy icon“ was staged in cooperation with the writer Ondine Dietz; Ondine is reading her fictional conversation between Andy Warhol and Nico, with Simone van gen Hassend interpreting „Nico“.

Planned performance for Kunstkreuz:

The Marvellous Multiplying Money Making Machine featuring Simone van gen Hassend, Alenka Jovic and Herbie Erb and the Money Tree. The actors dance and sing, interpreting songs concerning money and hopping around the tree.

Further artwork to be shown at the Money Factory:

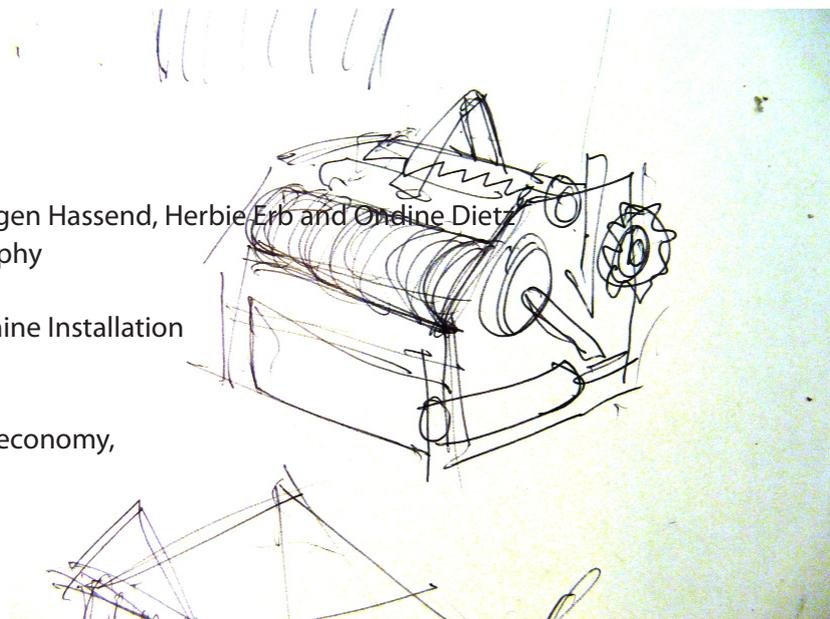
Photograph Exhibition: „gloomy icon“ by Simone van gen Hassend, Herbie Erb and Ondine Dietz

Alenka Jovic: „Geldbäumchen (Money Tree)“ photography

Bärbel Dieckmann: Coins

Herbie Erb: Video/Goldman Sachs-Mafia, Printing Machine Installation et al

The project's goal is to create networks, underground economy, parallel economical action in subcultural coherency,



# sample banknote

16 x 7 cm, resolution 300 dpi (= ca 1900 x 820 px)

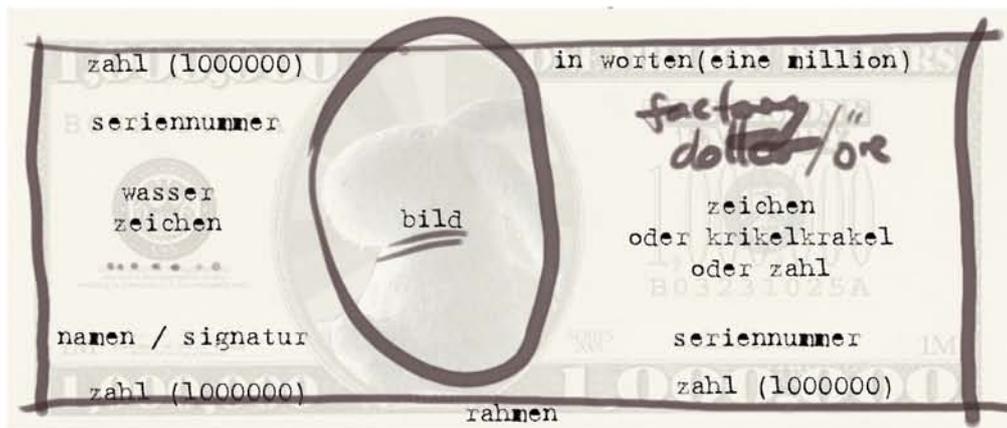
front



back



description



the bills can be simplified. there should be a front and back design, the denomination (1 million in numbers and words) and the name of the artist. we will provide the serial number. please mail your design to [herbie@herbie-erb.com](mailto:herbie@herbie-erb.com)

# money factory

eingang (wall street relief)

druckmaschine

raumstruktur, teilweise verkleidet

glaspaneel/verkleidung

geld-kassette (100€)

druckmaschine (verkleidung)

