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| **\*Public Announcement Due: 10.26**  Your Public Announcement should be directed towards a specific audience and employ the appropriate form for your event. It should describe the event your souvenirs will memorialize, but also give us an idea of the aesthetic / tone of the event itself.  **\*Formal Proposal Due: 10.26**  **Editions Due / CRITIQUE: 11.9**  **\*Your proposals are always graded in this class. Your public announcement will be, too and is an essential component of your project.** |



*SouvenirSimulationS*

*“Consider this pitch from the end of the giant and half-lady show… The giant…says:*

*…I have here a little booklet, tells you all about our married life, has the life story, photographs of both of us*

*and ten questions and answers pertaining to our married life*

*Now all you care to know about us two is in this booklet*

*Now we sell the booklet for 10 cents…*

*Now if you care to take home an interesting souvenir of the circus hold up your dimes…”*

*From Susan Stewart’s On Longing*

***An Artist's Multiple****is a series of identical*[*art objects*](https://en.wikipedia.org/wiki/Art_objects)*produced or commissioned by*[*artist*](https://en.wikipedia.org/wiki/Artist)*according to his or her idea, usually a signed*[*limited edition*](https://en.wikipedia.org/wiki/Special_edition)*made specifically for selling. Multiples have been called the most*[*accessible*](https://en.wikipedia.org/wiki/Accessible)*and reasonably priced*[*contemporary art*](https://en.wikipedia.org/wiki/Contemporary_art)*on the market, value for money.[[citation needed](https://en.wikipedia.org/wiki/Wikipedia:Citation_needed)] They could be multiples of a 2D print, 3D sculpture or installation piece. The multiple offers artists a way of selling work without compromising their artistic integrity and makes their work accessible to a wider market. Multiples are united by their lack of uniqueness, usually regarded as a prerequisite in a work of art.*[*[1]*](https://en.wikipedia.org/wiki/Artist%27s_multiple#cite_note-1)*Many are by artists who work solely with the concept of the multiple. The challenge to the artist is in finding ways of realizing an idea that can be repeated time and again. Thus part of the creative challenge comes in researching new methods and sourcing new materials, leading to some unlikely collaborations between artist and fabricator.*

*Wikipedia*

**Project Description**: Design a multiple that commemorates an event that hasn’t happened. (The event can be historical fiction, hypothetical, futuristic or complete fabrication.) Create a limited edition of this souvenir. Edition number can be between 3 and 25, based on complexity of processes involved.

The event can be historical fiction, hypothetical, futuristic or complete fabrication. It can be large scale or for a limited audience. It can be personal, political, natural, industrial etc.

**Materials / Process:** Can be any means of production that supports a level of exact (or very close) replication, including any type of casting, screenprinting, sewing of objects, etc.

**Artists to consider:**

**Casting:** Janine Antoni, Fred Wilson, Allan McCollum, Bob Gober, Diana Al Hadid, David Byrne, Elizabeth King, Bonnie Collura, Paul McCarthy, Malcolm Cochran

**Multiples:** Joseph Beuys, Stephanie Syjuko, Peter Eudenbach, The Multiple Store, Printed Matter, Nina Katchadourian

**Fictional Events:** The Yes Men, David Wilson / The Museum of Jurassic Technology**,** Barbie Liberation Organization

**\*\*\*\*Presentation for critique should be in the form of a display appropriate to the content / form of your multiple.\*\*\*\*\***