

GREECE FOR SALE

capitalism for advanced level

Venue: THEATERHAUS GESSNERALLEE ZÜRICH

Dates: Opening: 24.11.2012 / Opening hours: 25.11.- 16.12.2012 (18.30 - 21.30h)

An interactive installation in the frame of the performance NOT MY PIECE at Gessnerallee Zurich in december 2012 (12.-15.12.2012).

GREECE FOR SALE is a hidden crowdfunding in order to finance/support the emerging art-venue VYRSODEPSIO in Athens in the shape of a hyper-capitalistic happening, where rather strange things are there to be sold.

Concept and realisation: Martin Schick, Kiriakos Hadjiioannou, Anna K. Becker, Elli Papanastatinou in cooperation with: Theaterhaus Gessnerallee, RESO Tanznetz Schweiz and the Art-space VYRSODEPSIO, Athens.

Round and about

During the development of NOT MY PIECE, as we were looking for a place to do an audition in Athens, we got to know the VYRSODEPSIO, a very new and upcoming culture place comparable to Gessnerallee Zurich. The building is (legally) to be used for cultural events and a team of motivated volunteers with a huge social network is standing behind, but there is almost no hope for support from state money and there is a lack of basic equipment, that would be needed for a regular utilization of this place .

That's how the idea appeared to dedicate the frame-programm in Gessnerallee to this project: gathering money together to support the further development of VYRSODEPSIO. The connection to NOT MY PIECE is on one side the greek-relation, but also the act of CROWDFUNDING, a termination out of the postcapitalist lexicon (www.notmylab.org/help) representing an alternative form of generating capital.

Firstly, the plan was to generate money thanks to a shopping center, that is selling products from Greece. Regarding the budget for the realisation, the shopping center became a kiosk (periptero)!

Provocative aspects, which concerns the title as well as the mixture of products that are sold, are an artistical choice and meant to be eye-catching, surprising, shocking and provoking discussions...

THE INSTALLATION



In front of the entrance of Stall 6 at the THEATERHAUS GESSNERALLEE in Zurich will be a little wooden house standing, called PERIPTERO (greek word for kiosk!). It will be open daily during 3 hours and is selling a variety of products coming from or „made in“ Greece.

Meanwhile the kiosk has some interactive applications around the house: Karaoke-screen, Jukebox, Photo-board, lying chairs...

Also we will investigate and use capitalist selling strategies as for example a recorded voice announcing promotions (3 for 2, „happy hour“ etc.)

A person from Greece, either an artist or a sales person will attend the kiosk during the whole period.

A handout will explain the idea of CROWDFUNDING, that stands behind the kiosk and will also present the VYRSODEPSIO. It is important to communicate this transparently and in an authentic way!

While the initial budget is used to pay the production costs and the salary of the greek employee, the money that is generated goes 100% to the VYRSODEPSIO.

PREPARATION

In preparation we are planning an event in VYRSODEPSIO to create some objects that we can sell: poems, sculptures, body-parts.. whatever the people will bring in. This has to be planned in detail with the people from VYRSODEPSIO!

We are posting a job offer in a culture-magazine: „Looking for unemployed performer...“ etc.

THE VYRSODEPSIO



„VYRSODEPSIO“ is a building with historical value as it used to be the biggest tannery of the Balkans back in the 19th century. It is situated in the heart of Athens, but an area totally ignored by the state and the Athenians, a notorious no-man’s-land since industries moved to the outskirts of Athens. VYRSODEPSIO is also a whole NETWORK of people, of independent artists and activists that dare to take action in times of crisis. The policy is to produce projects that enable collaborations between people from diverse artistic backgrounds. VYRSODEPSIO opened to the people of Athens in June 2011. It is a two-storey building, about 2000 m2 in total. It is run by the theatre group „ODC Ensemble“, in other words, it is run by artists for artists without mediators. The collaborations with other theatre/dance/music groups and individuals, aim to solidarity and opposition against the system of high rentals.

Elli Papakonstantinou

Artistic Director of
VYRSODEPSIO and
„ODC Ensemble“



THE „FOYER“



BIG STAGE (Audience)



SMALL STAGE



REHEARSAL STUDIO



BAR



LIGHTS



THE PRODUCTS

greek coffee, Ouzo (for the bar!)
some greek food... (i.e. greek pies) / cooking equipment(briki)
Olive-oil, Feta-cheese (products)
Stones, sand (original material)
Trash from the streets of Athens
Water from the aegean sea (Eau de la mer d'égée)
Recipies from greek grand-mothers
Greek jokes
Organised travel offers: a place to sleep, a trip etc.
Postcards
Greek classics: Prometheus etc...
Greek quotes and sayings / greek philosophy/phers
Hair, nails, blood, sweat etc. from greek performer
Artistic works: Paper, Books, DVD's, CD's, Photos
Nana-mouskouri-glasses
Souvenirs, flags
drawings from school
old photos
greek perfumes/flavors
dictionary with greek-international words
greek plants
a bottled fart
sperm? („The sperm bank is not bankrupt yet „)
semedakia
translated starvation recipies
greek religion goods
drachmas
children games
greek maps
cigaretts
clothes with ‚i love greece‘ concept
or: badges
solidarity slogans



INTERACTIVE APPLICATIONS

Karaoke-machine with greek songs
Workshop: How to do traditional greek dances!?
Photo-board: see photo!
Little stage: selling short performances !?
Jukebox



BUDGET

GREECE FOR SALE is financed by RESO, Tanznetzwerk Schweiz, as an additional work in the frame of the production NOT MY PIECE.

(In CHF / Schweizer Franken)

Support from RESO	2500.-
-------------------	--------

Production money VYRSODEPSIO (creative event)	300.-
--	-------

Production money GESSNERALLEE (material, transport, set up, visual communication)	700.-
--	-------

Import of goods (Ouzo, Oliveoil etc.)	300.-
--	-------

Salaries Schick/ Hadjiioannou/ Becker (300.- each):	900.-
---	-------

Travel costs:	500.-
---------------	-------

1xATH-ZRH-ATH= 200.-

2xBLN-ATH-ZRH = 200.-

1xBLN-ZRH-BLN = 100.-

Salary for the employee (66 hours, greek salary, excl. PER DIEMS)	700.-
---	-------

PER DIEMS, Accomodation and further travel costs have to be discussed with GESSNERALLEE and RESO.

TOTAL	<u>3100.-</u>
-------	---------------

DEFIZIT: 900.- CHF

CONTACT

mr.schick@gmx.ch

Martin Schick
Kottbusser Damm 74
10967 Berlin

50-640317-0 / IBAN: CH2309000000506403170 / SWIFT: POFICHBE

SCHEDULE

The wooden house will be delivered in October (exact date tbc.) > Schick

Transformation front side into a KIOSK before November 22nd > Gessnerallee (tbc.!)>

SET UP: 23.11.2012 > Schick, Hadjiioannou, Becker, technician Gessnerallee

SET DOWN: 17.12.2012 > Schick, Hadjiioannou, technician Gessnerallee

Transport to Fribourg: 17.12.2012 > Schick

TECHNICAL ASPECTS

Technical coordination:

Andreas Greiner
Gessnerallee Zürich
greiner@gessnerallee.ch

- SET UP und UMBAU zu Kiosk (nach Absprache)
- Stromversorgung im Häuschen!
- Heizkörper?! Kleiner Gasofen fürs Häuschen und „Pilze“ für ums Haus rum (nach Möglichkeit)
- Beleuchtung/ Scheinwerfer (nach Absprache)

