

POSTMASTERS

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for immediate release:

April 26 - June 7, 2014

EVA and FRANCO MATTES

By Everyone, For No One, Everyday

For video press release, go to <http://vimeo.com/92047740>. Transcript below:



Hi there, here are Eva and Franco Mattes, and this is the press release for our upcoming exhibition, titled *By Everyone, For No One, Everyday*. The opening will be on April 26 2014 at 5:30pm, at Postmasters Gallery, 54 Franklin Street, New York.

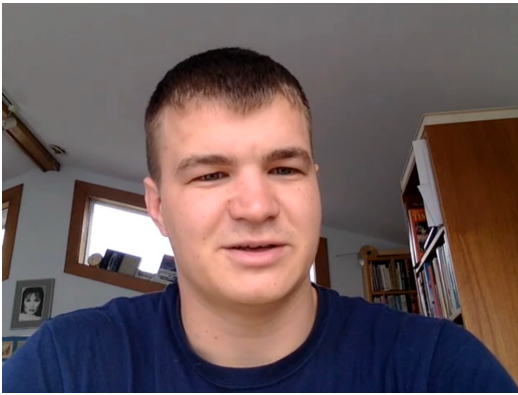


It will run until June 7. We see so many images online that it is becoming hard to establish if an idea I had is mine or if I saw it on the internet and forgot about it. Sometimes, among them, you see an artwork you wish you had done (or you think you had thought). So we decided to contact the artists who made those works and buy the idea from them. We do not buy a physical work, but the concept behind it, to be able to produce copies - or versions - of it,



as if that idea had been ours.

At Postmasters we will show the first two ideas we bought, along with the sale's contract,



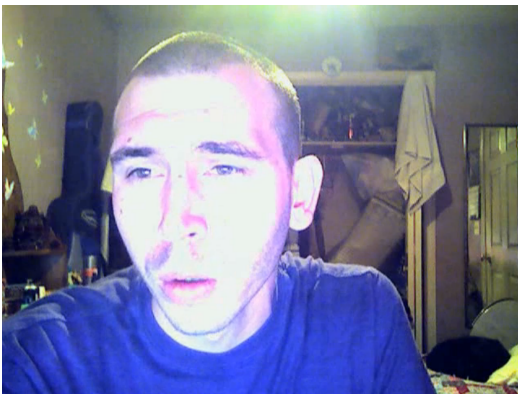
that can be used by any artist who wishes to buy or sell ideas.

The other works in the show also deal with getting rid of ourselves and depending on the viewer instead.

Emily's Video compiles the reactions of people



watching a mysterious, apparently horrible, video. The viewers are random volunteers who replied to our online call to watch "the worst video ever." If you would answer, a girl named Emily would come to your home and show you the video,



filming your reaction with a webcam.

We later destroyed the original video, so you will never know what they were watching, you can only get hints from their reactions. These second hand experiences are the only proof of its existence.

Random Acts is a new series of one minute long webcam performances realized



by paid anonymous workers following our instructions. We hired the performers through crowd sourcing websites, so we do not know who they are, where they are or even their motivations. We will publish the videos online, during the whole show, as often as they get produced and sent to us.

Finally we will exhibit



The Others, a slide show of ten thousand photos appropriated from the personal computers of random individuals. Although these images were intended for private viewing they are not so different from the photos we see online everyday. They are not all parties though, there are also very dramatic lives, like that of a woman who was beaten, and is documenting her bruises. You cannot but wonder what happened, who did it, and if anybody else ever saw these photos beside us.

While TV was the one-to-many medium,

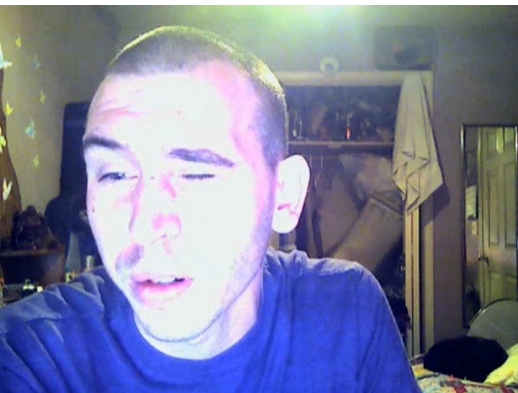


the internet is becoming the many-to-none medium: everyone produces, no one sees.

In a sense, all the works in this exhibition are based on this idea, they are made by anyone, for no one, everyday.

Hope to see you there!

Eva and Franco Mattes



New York 2014

Postmasters Gallery
located at 54 Franklin Street in Tribeca
Tuesday through Saturday 11 - 6
with Thursday hours extended to 8pm
Please contact Magdalena Sawon or
Paulina Bebecka with questions
and image requests
postmasters@thing.net
www.postmastersart.com