

FREE TRADE / FREE MARKET

FREE TRADE / FREE MARKET IS INVITING YOUR PARTICIPATION IN THIS 'IDE'E FORCE' PROJECT BY EIDIA AS CONTEXTUALIZED BY THE LATE FRENCH SOCIOLOGIST PIERRE BOURDIEU—THE ARTS AS AN INSTRUMENT FOR POSITIVE SOCIAL CHANGE.

THE EIDIA GROUP LAUNCHES FREE TRADE / FREE MARKET AS A POLITICAL ART INITIATIVE COUNTERING MILTON FRIEDMAN'S "FREE MARKET ECONOMICS" WHICH WAS DESIGNED TO ENABLE BANKS AND CORPORATIONS WORLDWIDE TO CO-OPT PUBLIC INTERESTS FOR PRIVATE PROFIT THEN DUMP ON A COUNTRY'S FAILING ECONOMY FOR MASSIVE RETURNS ELSEWHERE. SO SINCE WE ARE FORCED TO SUSTAIN OURSELVES IN AN INCREASINGLY UNSUSTAINABLE ECONOMY, EIDIA INVITES ARTISTS TO BEAT THE SYSTEM AT ITS OWN GAME. WE ARE RESHAPING THE CHARACTERIZATION OF "FREE MARKET" TO ADVANTAGE THE ARTIST DIRECTLY THROUGH THE TRADING OF THEIR ART WITH OTHERS. THERE IS NO FEE AND NO CLUB TO JOIN TO BE INVOLVED. IT IS SIMPLY YOU TRADING ART WITH US, AND OTHERS. WHEN YOU TRADE WITH US, THE FREE TRADE / FREE MARKET INITIATIVE WILL CULMINATE IN AN EXHIBITION, A "TRADE FAIR" FOR THE PARTICIPATING ARTISTS.

ARTISTS HAVE A TREMENDOUS ADVANTAGE IN THE MARKETPLACE BECAUSE THEY MAKE ART AND LOTS OF IT. AS YOUR CAREER GRADUALLY REACHES MATURITY, YOUR PERSONAL ART PRODUCTION AND HOLDINGS BECOME PRIMARY ASSETS. AFTER DECADES OF PRODUCTION WITH VOLUMES OF YOUR CREATIONS OFTEN COLLECTING DUST OR DETERIORATING IN STORAGE AND IN THE END PERHAPS, ONLY BENEFITING YOUR ESTATE —SHOULDN'T YOU MAKE BETTER USE OF WHAT YOU CREATE WHILE YOU ARE STILL ALIVE?

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