

Hard to Sell Good to Have

Thursday, 18th November 2010, 19 o'clock - Auction

in cooperation with Mag. Andrea Jungmann,
director of Sotheby's Austria

Performance: Anetta Mona Chişa & Lucia Tkáčová

12th November to 21th November 2010
Palais Sturany Schottenring 21 1010 Wien
Mo Tue We Fr 2 to 7 pm, Thu 2 to 10 pm and
Sat Su 12 am to 5 pm

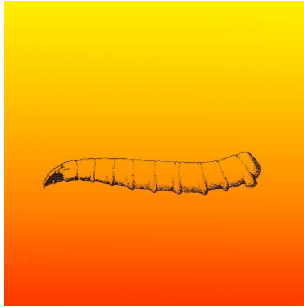
a project by Alexandra Grausam and Elsy Lahner

www.hardtosell.at

Hard to Sell Good to Have

Auctioneersbook

Davide Balula



Lot Nr. 1
les mouches, 2004
Sound-Installation
Edition: 1/2
Courtesy Galerie Frank Elbaz, Paris

In the auction, the exhibited art work is offered along with the installation „Les Mouches elevage“: The sound file comes to auction with a certificate that allows the buyer to install the two related pieces. A technical instruction for the installation will be included too.

Opening Bid: 600 Euro
Estimate Price: 1.500 Euro

Alfredo Barsuglia



Lot Nr. 2
Oderfla Beauty Resort, 2008
Installation, 450 x 800 x 280 cm

The Oderfla Beauty Resort is on the private property of the family Ruth and Steven Rieman in 1188 Tahoe Avenue, Yucca Valley, CA 92284, USA. To be sold is the installation but not the real property on which it is. A brass sign (ca. 4x10cm) with the name of the owner will be installed on the house. The image copyrights stay with the artist but the name of the owner will always be named with the photo credits. The installation can be viewed at any time and be taken on photo for private use. Visitor groups from five persons have to be announced previously to the family Ruth and Steven Rieman. The installation does not need any maintenance because it's constructional decomposition, so to speak it's decay is a piece of the work. The buyer moreover is continuously informed by the artist - partly through images - about the actual state of the installation.

Opening Bid: 6000 Euro
Estimate Price: 12.000-14.000 Euro



Lot Nr. 3
Wegerichscheckenfalter, 2010
Acryl on wall and plant on a wooden pedestal

The price includes the one-time installation and the painting of the butterfly on-site. Travel costs to locations outside of Vienna will be compensated by a per diem.

Opening Bid: 500 Euro
Estimate Price: 1.400 Euro

Hard to Sell Good to Have

Bernhard Cella



Lot Nr. 4
Inspiriert mich Text?, 2010
Installation, video in a wooden cube
Ed. 4/6

Opening Bid: 2.280 Euro
Estimate Price: 3.800 Euro

Katharina Cibulka & Philipp König



Lot Nr. 6
22 000 KHz, 2006
Sound-Installation Audio file,
4 speakers, 1 amplifier, 1 computer,
1 infrared camera

Opening Bid: 3.000 Euro
Estimate Price: 5.000 Euro

Anetta Mona Chişa & Lucia Tkáčová



Lot Nr. 5
If Not Us, Who? If Not Now, When?, 2010
Performance for at least 8 persons
Courtesy Christine König Galerie

It is the actual live sculpture that will be for sale. So once someone will buy it, she/he will get a certificate together with an instruction manual so that she/he can organize the performance with a group of mimes according to the provided scenario as often has he/she wants to.

Opening Bid: 8000 Euro
Estimate Price: 12.000 Euro

Judith Fegerl



Lot Nr. 7
I can speak so softly, because I hold so much power, 2010
Installation/Mixed Media, size variable

Opening Bid: 6.000 Euro
Estimate Price: 10.000 Euro

Douglas Fishbone



Lot Nr. 8
Live Performance

Opening Bid: 600 Euros plus travel costs
(flight and a 2-day hotel stay)
Estimate Price: 800-1.000 Euro

Hard to Sell Good to Have

Nate Harrison

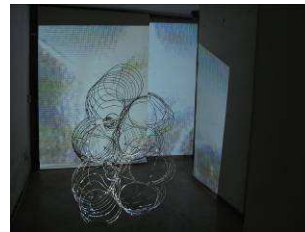


Lot Nr. 9
Aura Dies Hard
(Or: How I Learned to Stop Worrying and Love
the Copy), 2010
single channel digital video with sound

They buyer will receive a DVD and a
certificate of authenticity. Arrangements
for further copies can be made.

Opening Bid: 360 Euro
Estimate Price: 720 - 1.000 Euro

Zuzanna Janin



Zuzanna Janin



Lot Nr. 10
Virtual Kiss, 2001
sculpture
copper wire, cotton candy
110 x 90 x 70 cm
Courtesy lokal_30, Warsaw

Opening Bid: 5.500 Euro
Estimate Price: 7.000 Euro

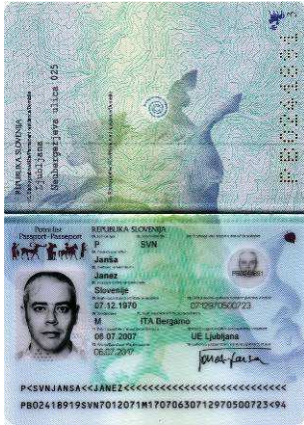
Lot Nr. 11
Is That What You Really Want: Virtual Sex?,
2001
copper wire, cotton candy
100 x 90 x 70 cm
together with
LOVE ME, 1999
video, found footage from the porn-video
(VHS transformed into DVD)
Ed. 1/3
Courtesy lokal_30, Warsaw

This sculpture and the video are sold
together to one price. It can be shown in
two versions with or without video.

Opening Bid: 9.000 Euro
Estimate Price: 12.000 Euro

Hard to Sell Good to Have

Janez Janša, Janez Janša, Janez Janša



Lot Nr. 12
NAME Readymade
PB0241891 (Passport), 2007,
booklet, print on paper and cardboard,
17,5 x 12,5 cm.
Other characteristic: the booklet is valid
also as identification document, expiration
date: 06.07.2017 part of triptych

The artwork will be delivered to the buyer
in the following manner:

I. Tentative transfer of ownership in the
immaterial object: The buyer will be issued
a certificate of authenticity by the artists
by which the possession of the artwork in
its immaterial, conceptual form will be
established;

II. Final transfer of ownership in the
material object: Within 15 days after the
date of expiry of the passport forming the
artwork, the buyer will be delivered the
artwork in its physical form by which the
ownership transfer will take effect.

Opening Bid: 1.900 Euro
Estimate Price: 3.300 Euro

Wim Janssen



Lot Nr. 13
The Sky above the Port - Palais Sturany,
2010
Light installation: window, polarizing film
rotating disc.
Size variable according to space.
Part of a series, Installation unique
Courtesy of the artist

The work is mounted on acrylic glass.
The buyer of the work will get a
documentation of the installation and can
arrange in a discussion with the artist to
modify the work for a new installation if so
wished.

Opening Bid: 5.000 Euro
Estimate Price: 8.300 Euro

Hard to Sell Good to Have

Nicolas Jasmin



Lot Nr. 14
Permanent, 2010
2 wooden wedges, stone plate, 190 x 130 cm
Edition: 1/3

The Permanent Piece consists of a slate plate in which the word PERMANENT is engraved. The plate is standing on two wooden wedges and is leaning on a wall. The Permanent Piece is a sculpture and serves as a matrix for frottages. The Permanent Piece will be sold together with a contract. The contract requests the buyer to activate the piece at regular intervals.

Contract:

§1 The buyer commits to invite three persons of his choice per year (for a fee that can be agreed upon freely between those) to have a frottage made. He is obliged to do this for at least 10 years. The executing person can decide freely over the method and approach of the frottage. Therewith a series of numerous frottages with the word PERMANENT shall come into being.

§2 There is a continuous economic activity around The Permanent Piece. Per year at least three frottages by three invited persons have to be made. These frottages then will be distributed to the owner and the conductors of the frottages.

§3 Alternatively the buyer can buy himself off his contractual obligations and stay the owner of the work. In this case however, he/she has to donate the originally paid price of the artwork to an arts fund which will be managed by the author of this work, Nicolas Jasmin, and which will be used for his own or other's future arts projects. From this moment on The Permanent Piece will be deactivated as a matrix.

§4 The work The Permanent Piece has an edition of 3 pieces.

Opening Bid: 1.900 Euro
Estimate Price: 8.900 Euro

Claudia Märzendorfer



Lot Nr. 15
Als er das Messer in die Sonne warf, 2009
Diasec 60 x 90 cm
Edition: 8/10
Photo: Gerald Plattner

Opening Bid: 1.800 Euro
Estimate Price: 3.000 Euro

Ralo Mayer



Lot Nr. 16
Den Meteoriten die Würde zurückgeben, 2010
Ephemeral installation and lecture performance

To be sold are the meteorites (ca. 300 g) together with an illustrated essay. The meteorites are sold under the condition that one meteorite has to be given away with every resale.

Opening Bid: 800 Euro
Estimate Price: 1.500 Euro

Hard to Sell Good to Have

Boris Ondreicka

2

T. P. / Theoretical Performances

(Try to fall asleep.) Close your eyes. Look through closed eyes. See the luminous spots through the skin of eye-lids. Try to bring a real shape and color to these spots. Move those spots

and projection can start, my dear.

Lot Nr. 17
T.P./Theoretical Performance Series,
1998-2010
Text (Instrucons)
Edition of 10

The following sheets of the series are offered:

Sheet 2,

(Try to fall asleep.) Close your eyes. Look through closed eyes. See the luminous spots through the skin of eye-lids. Try to bring a real shape and color to these spots. Move those spots
and projection can start, my dear.

Sheet 3,

Piss in the hand. Feel the temperature of urin. Think about your entrails, my dear.

Sheet 4,

Sing with mouth closed listening to it via nose, my dear.

Sheet 5,

Sing in the brain, my dear.

Sheet 6,

Use spouting shower as a microphone, my dear.

Sheet 7,

Stand on the hill as on a theatre-stage (sky is the audience). Recite selected poems to the audience present which consists of clouds, birds, insects, and various microbes, of course, my dear.

Sheet 8,

Wash each mm(!) of your body seriously, carefully, my dear.

Sheet 9,

Stand naked in front of human-life-sized mirror - observe precisely the trip of teardrop (and / or sweat...) from very beginning to the very end, my dear.

Sheet 10,

Taste the teardrop (and / or sweat...), my dear.

Sheet 11,

Speak with "the self" extremely honestly - aloud, my dear.

Sheet 12,

Speak with "the god" extremely honestly, my dear.

Sheet 13,

Touch own shadow, my dear.

Sheet 14,

Caress own shadow, my dear.

Sheet 15,

Relish the taste of pure (still) water not just for a time of draught / swallowing, my dear.

Sheet 16,

Try to describe the color of pure (still) water, my dear.

Sheet 17,

Try to describe the color of a night sky, my dear.

Sheet 18,

Create (written form) the band: title, members, bio, discography..., my dear.

Sheet 19,

Connect the holes of your head together (1:1 / 15 poss. ...). You can connect more holes together in one time of course, and / or all, my dear. Use shoe-lace, for example.

Sheet 20,

Smell your hand, my dear.

Sheet 21,

Look directly to the eyes of passerbys, my dear.

The artist will sign the sheets.

Opening Bid: 150 Euros per sheet

All sheets can now be bought to the opening price.

Estimate Price: 500 Euros

Shannon Plumb



Lot Nr. 18

Woman with burqa, 2010

Video

Edition of 5 + 2 AP

Opening Bid: 1.800 Euro

Estimate Price: 2.900 Euro

Hard to Sell Good to Have

Shannon Plumb



Lot Nr. 19
Sports fan, 2010
Video
Edition of 5 + 2 AP

Opening Bid: 1.800 Euro
Estimate Price: 2.900 Euro



Lot Nr. 20
Saying Goodbye, 2010
Video
Edition of 5 + 2 AP

Opening Bid: 1.800 Euro
Estimate Price: 2.900 Euro

Rainer Prohaska



Lot Nr. 21
Toy Kit Architecture
ÉCHINE, 2010
Sculpture
Mixed media: Formwork beams and tension belts,
600 x 400 x 400 cm
Unique

Opening Bid: 3.900 Euro
Estimate Price: 13.500 Euro

Plus transport expenses in Austria:
70 - 550 Euro

The adaption of the sculpture to the local situation is included in the price.

Leo Peschta



Lot Nr. 22
Der Zermesser, 2007-2010
Robot Motors, Micro-Controller, Batteries,
Aluminum
Dimensions variable
Unique

The artwork will be auctioned but can only be bought by an institution. The artist reserves the right to borrow the work regularly. Included is a video documentation that shows the „Zermesser“ in action.

Opening Bid: 18.000 Euro
Estimate Price: 40.000 Euro

Franz Schubert



Lot Nr. 23
The Pretenders, 2010
Installation, mixed media
Size of the show case: 103 x 12 x 8 cm

Opening Bid: 500 Euro
Estimate Price: 960 Euro

The price corresponds to the street value of real drugs. The installation consists of:

Marihuana	26g at 10,00	260 Euro
Hashish	10g at 10,00	150 Euro
Ecstasy	4 Stk at 10,00	40 Euro
Mushrooms	0,5g at 20,00	10 Euro
Wooden show case		500 Euro

Hard to Sell Good to Have

Klaus Weber



Los Nr. 24
St. Seb cactus, 2010
Living sculpture/installation
56 x 20 x 20 cm
Courtesy: Andrew Kreps Gallery NY,
Herald St Gallery London
Unique

The buyer additionally to the sculpture
receives a framed photo (43 x 24,5 cm) by
the artist that documents the actual state
of the artwork.

Opening Bid: 6.000 Euro
Estimate Price: 12.000 Euro

Hard to Sell Good to Have

Art Auction „Hard to Sell, Good to Have“

Conditions of Sale

You can find the conditions of sale here below. We would like to advise all interested buyers to read carefully the following explanatory remarks as well as the conditions of sale.

Estimate Price

The estimate prices of the works are agreed upon in collaboration with the artists. They reflect the opinion of the Board and the artist.

Opening Bid

The opening bid is the starting-price with which the work is put to auction.

Premium and Value Added Tax

„Hard to Sell, Good to Have“ does not add a premium or value added tax to the hammer price. The final price is the price that the buyer has to pay in real terms.

Preview

The works are exhibited from the 11th November 2010 on, 19 o'clock in Palais Sturany, Schottenring 21, 1010 Vienna and can be viewed then. The exhibition is open on Mo Tue Wed Fri from 14 to 22, Thu 14 to 22 and Sat Sun from 12 to 17 o'clock. During the auction the members of our staff will be happy to be at your disposal on the premises.

Registration for Bidding

To be able to bid at the auction you have to obtain a bidding number. Please register 30 minutes before the auction or during the previous days so that we can fill in your details and give you a personal bidding number. Please also read the conditions of sale before bidding. The acceptance of your bid stands under these conditions.

Bidding

The items will be shown by means of a presentation that will display different aspects of the work, for instance will it give a manual or guidelines to the future handling.

The auctioneer will take into account bids from the bidders present in the room. To bid the bidder will have to hold up his number. He will also take into account the written bids that have arrived previously. Here below or on the website www.hardtosell.at you can find a document to hand in a written bid.

The auctioneer increases the bids after his personal estimate.

Successful Bids

The last bid gets the acceptance. The auctioneer clearly names the bidding number of the buyer. Should this be your written bid we will let you know in written form after the auction. The auctioneer may call out again the lot according to his personal estimate.

Payment

You will receive a payment form after the auction through which your payment has to be effected in the time of seven days. The successful bidder alone is responsible for the payment to „Hard to Sell, Good to Have“.

Transport and Storage

After the dismantling of the exhibition and after payment has been received the work will be handed over. Is the item not collected until the 26th November 2010 „Hard to Sell, Good to Have“ will store it and charge the accordant fees.

Delivery

Bought lots can be collected at the Palais Sturany between the 22th November 2010 and the 26th November 2010.

Hard to Sell Good to Have

Conditions of Sale and Purchase

I. Vendor

1. „Hard to Sell, Good to Have“ offers the opportunity to sell the works displayed in the course of an auction. The sale of the work is effected in the name of the vendor, in this case the artist or the gallery, in his name and on his bill in Euro. The artist declares in line with giving the auction order that „Hard to Sell, Good to Have“ is entitled to dispose of the item.
2. As a service fee the amount of 20 % of the hammer price is due to „Hard to Sell, Good to Have“. No value added tax will be charged.
3. In the service fee the following rendition of services is included:
 - a) The organization of the auction
 - b) The presentation of the items
 - c) The production and distribution of the auction catalogue as well as the promotion of the auction.
 - d) The insurance against theft, fire and water damage, which will begin with the arrival of the item at the exhibition space of „Hard to Sell, Good to Have“.
4. At the taking charge of the work „Hard to Sell, Good to Have“ and the vendor come to an agreement on the estimate price and the opening bid. Those agreements are binding for both parties.
5. After concluding the agreement on estimate price and suggested opening bid the auction order is binding. The item cannot be withdrawn anymore.
6. The payout of the credit to the vendor will be carried out after the complete receipt of the sales proceeds.
7. The contractual relationship between „Hard to Sell, Good to Have“ and the vendor and between the vendor and the buyer are under the Austrian law. The choice of law also applies for the jurisdiction clause.
8. For the contractual relationship between „Hard to Sell, Good to Have“ and the vendor and between the vendor and the buyer the sole place of fulfillment and the sole legal venue is Vienna.

Hard to Sell Good to Have

II. Buyer

1. The auction occurs on request of the seller, in his name and on his bill in Euro.
2. Bidders can submit bids orally at the auction or, under reserve of acceptance by „Hard to Sell, Good to Have“, bids can be submitted in written form „in absence“. For oral offers clause a - d. apply, for offers "in absence" clause a.- f. apply.
 - a) Personally present bidders have to legitimate themselves before the auction and procure a bidding number. Without bidding number it is not possible to participate in the auction.
 - b) Every bidder is obligates himself with his bid, even when he proclaims to be acting on request of a third party. The acquisition of the bidding number includes the acceptance of the auction conditions.
 - c) „Hard to Sell, Good to Have“ reserves itself the right to bid by itself, to execute the sales request of third parties, for self acquisition or to preserve sales limits.
 - d) The height of the offer corresponds to the hammer price. There is no premium or value added tax added.
 - e) Bidders who wish to hand in an offer "in absence" submit a written and signed mandate to „Hard to Sell, Good to Have“. The mandate has to name the piece of work with catalogue number and catalogue labeling (title, name of the artist). Moreover the requests for written offers contain the maximal price that is to offer.

f) „Hard to Sell, Good to Have“ excludes, as far as statutory, liability for buying orders "in absence" that are not completed in the right way. „Hard to Sell, Good to Have“ especially does not take liability for damages due to technical dysfunction of transmission or due to unclear, incomplete or mistakable instructions.

4. In principle the acceptance falls to the highest bidder. „Hard to Sell, Good to Have“ reserves however the right to decide freely over the acceptance of offers.

5. Payment is effected in cash of by means of a bank transfer. At the auction the successful bidder receives a payment form. The property is only handed to the buyer after the payment is completed. The risk however is already devolved to the buyer with the acceptance of the bid. After payment is completely effected the object is given to the buyer. Buyers who have provided a donation to the benefit fund will receive a reduction of 50% of the donated amount on the hammer price.

6. Payment is falling due with the acceptance of the bid. If the buyer does not pay or does not pay in due time „Hard to Sell, Good to Have“ can demand the fulfillment of the sales contract in representation of the seller or cancel the bid acceptance without respite. In any case the buyer is liable for any damage that is generated by the delay of payment and has to answer for it to the seller and "Hard to Sell, Good to Have".

7. The descriptions in the auction catalogue and the data provided at the exhibition do not give any assurance. The buyer has the opportunity to view the items during the exhibition and examine them on the premises in regard to the description and their condition. After the acceptance of the bid complaints are not possible anymore. The Seller and „Hard to Sell, Good to Have“ give no guarantee for possible defects of the object.

Hard to Sell Good to Have

8. The auctioned work can be collected after payment has been received. The buyer himself is responsible for the transport. Transport costs and the insurance of the bought item are at the expenses and at the risk of the owner.

9. The contractual relationship between „Hard to Sell, Good to Have“ and the vendor and between the vendor and the buyer are under the Austrian law. The choice of law also applies for the jurisdiction clause.

10. For the contractual relationship between „Hard to Sell, Good to Have“ and the vendor and between the vendor and the buyer the sole place of fulfillment and the sole legal venue is Vienna.

Errors and omissions excepted. All details are without guarantee.

Hard to Sell Good to Have

Buying order for the „Hard to Sell, Good to Have“ arts auction

18th November 2010, Palais Sturany

I here assign you to auction in my name and on my expenses up to the stated limit (no premium and no value added tax are added) for the following works of art.

Lot Number	Name of the artist	Purchase limit

First Name, Name

Street, House Number

Postcode, Place

Phone

Date, Signature

Please send this document to
Postfach 12, 1013 Wien, Austria
or through fax: **+43 1 817 4955 1651**