

Post Capitalistic Auction is a real, but alternative auction. Collectors, art lovers, and anyone else who are interested are invited to bid for artworks in new ways. Works by artists will be auctioned and actual transactions will take place. The twist is that bidders are invited to make offers not only with money—understanding, opportunity, and exchange are introduced as additional currencies. The artists who created the artworks will be present at the auction. When the different offers are made, the artist will decide who gets the artwork. An advising panel will offer different perspectives on their decision.

Post Capitalistic Auction is planned as a long term, ongoing series in different cities and countries, aiming to investigate within different social economies and art ecologies. Yokohama is the first stop in Asia, the second stop after the premiere in Bergen, Norway.

PCA CURRENCIES

All members of the audience are welcome to participate in the bidding. The bidders have the opportunity to make offers within any of the following categories—solely or in combination.

MONEY: The traditional way: Bid with money.

OPPORTUNITY: The bidder offers the artist a career opportunity in exchange for the artwork. In this instance, the bidder may possess social capital in form of network or other significant industry opportunity they may offer or introduce the artist to, e.g. exhibition opportunities, or connections with the potential for furthering the artist’s career.

UNDERSTANDING: The bidder is given the opportunity to make connection with the artist to win the artwork. The bidder may offer an intellectual understanding or contextualization, which might include references to art history or other relevant theories or practices. Or the bidder may offer an emotional understanding of passion and immediacy, and convey his or her personal understanding of the work—why and how it appeals to them, how they might feel as “The soulmate” of the artwork.

EXCHANGE: The bidder offers an exchange of goods or services in return for the artwork. This could be material or immaterial. The exchange may also occur at the actual event. The bidder’s imagination might be the only limitation to this category.

HOW TO PLACE THE BIDS

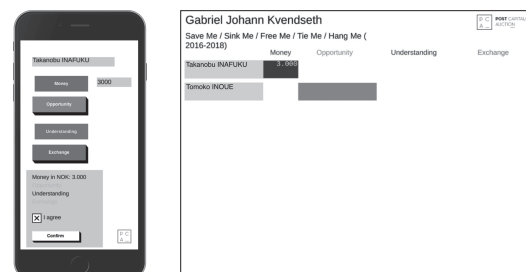
Bids are made through our specially designed PCA bidding software. It is easy to use and can be accessed through the browser of any smartphone or tablet. The auction will last around 2–2.5 hours. Please make sure your smartphone or tablet is full recharged before the auction.

To place bids, please follow these steps:

- Enter « pca.tpam.or.jp » from the browser of your smartphone or tablet.
 - Enter the pin code «TEST» (this is used for testing only).
 - Enter your real name.
 - Press the button(s) for the category/categories in which you want place bids. (money, opportunity, understanding, and/or exchange. Combinations are welcome).
 - Tick of the box «I agree».
 - Confirm.
- *If you press the wrong button, simply press it again to delete.

The bids will be shown consecutively on a screen. When you have placed your bid, the auctioneer will ask you to stand up and make yourself known to the artist. If you place bids in other currencies than money, you will be asked to present the content of your bid. The auctioneer facilitates the presentation of the offers and the dialogue between the artists, bidders, and advisors.

You must purchase a ticket and be present in the room during the auction to participate.



LIMITATIONS

- We allow maximum 10 bids per artwork, on a first come, first served basis.
- The artists have the right to pass all bids.
- The auctioneer has the right to reject and/or exclude unserious bidders.

YOU SHOULD KNOW

- Bidding is optional. You are perfectly welcome to just watch.
- All bids are binding.
- A contractor will formalize the agreement between the artist and the buyer immediately after the auction.
- The artist receives reward of the winning bid in full. No cuts to the organizer.