

The Anti Gallery Gallery Show

Instigators' statement

The Anti Gallery Gallery Show (AGGS) invites artist and non artists to occupy an established white cube space and to intentionally subvert its rules and conventions. Rather than being just a temple for the quiet contemplation of the artistic sublime, the gallery space will be a dynamic space for the creation of art and for the celebration of the creative process itself. Instead of a place where artists compete for the attention of collectors, curators and viewers, we hope that it will become a platform for collaboration between artists, non artists and the public.

For the duration of the show the gallery will function as a socialised space that actively connects with the outside environment and resist retreating into its own sacred space.

It will refuse to function merely as a depository for finished works but seek to be a demonstration site, an encounter space and an ideas laboratory. The AGGS will facilitate the co-creation of works where artists, makers and spectators have an equal role. By inviting people to participate in a collaborative and creative adventure, we hope to demystify notions of originality and artistic genius and make the practice of art available to all.

Most importantly, instead of focusing on the market value of an artwork, the gallery space will celebrate the creation of art as a social good in itself.

The AGGS is aimed at artists and other citizens who want to engage with art and its place in contemporary society outside the terms laid down by art academia or commerce. While recognising the long history of artistic resistance to the strictures imposed by white cube spaces, the AGGS aims to chart its own path to challenging the ideology of such spaces.

Degrees of Freedom artist collective