

TURN YOUR BIENNALE CATALOGUE INTO A UNIQUE WORK OF ART!

You could get an original work of art, and a limited edition print for **free**.

Sydney Circular is a small group of Sydney-based artists. By special arrangement with the curator of the 2004 Biennale of Sydney, we will turn catalogues into art objects. Any catalogue brought to us before **7pm on Saturday 5th of June** is eligible.

Simply buy the catalogue from either the MCA Store or the Art Gallery of NSW bookshop. Bring it to us and we will make a small adjustment, then sign the inside cover. We will then give you a limited-edition print, signed and numbered by *Sydney Circular*. You will find us on the day waiting near the bookshops and at the museum entrances, wearing t-shirts with the *Sydney Circular* logo. Add significant value to your catalogue and participate in the Biennale in a special way!

why Sydney Circular?

As a part of the **BIENNALE OF SYDNEY** this year, the artist Tzay Chuen will be offering his allocated gallery space in an open competition. The prize is not awarded on a judgement of artistic merit. Competitors are instead required to collect as many copies as possible of the 'first page' of the curator's essay. The person that collects the most copies wins. Tzay Chuen is providing a tantalizing opportunity for someone to make a splash at the Biennale, but on terms that might undermine their credibility. That you won your way into an invitational exhibition might cause people to look at your work differently, and perhaps not entirely favourably. This competition raises several questions: Does the way a work of art arrives at the gallery determine how we perceive it? Does a public display of unabashed ambition discredit an artist, or does it bolster career prospects? Should it matter?

Sydney Circular has been formed solely for the purpose of furthering the debate on this topic. They want to respond to Tzay Chuen's idea with another that both incorporates and outdoes it. Their name refers to Isabel Carlos' wish to provide a Biennale that responds to Sydney as a social, economic and philosophical space. It also refers to the circular exchange of ideas that characterises their response.

Sydney Circular has constructed itself as an opportunist collaboration, seeking validation through inclusion in the Biennale. They will attempt to win the prize, but not in order to promote individual artists' work. If successful they will instead offer a new competition open only to Tzay Chuen. He may win back the right to exhibit at the Biennale by getting a glowing review of Sydney Circular's art published. Sydney Circular meets the challenge with another. A *seemingly* populist and democratic competition is superseded by one that is exclusive yet exists only to contemplate the true meaning of the first. Were he to accept the offer it could be seen as an enriching addition to his own work.

Sydney Circular have been given permission by Isabel Carlos, the curator of the Biennale, to take her essay and recirculate it as their own work of art in the form of a limited-edition print. This means that if you support the position they are taking, you can donate page 24 from your catalogue to them without losing anything. You gain a limited-edition print, and your catalogue increases in value for having participated. It will be stamped by Sydney Circular, whose enquiry into approval and inclusion is the most appropriate response to Tzay Chuen's work of art.

The catalogue will be available from the 4th of June at the Art Gallery of NSW, and at the Museum of Contemporary Art. Sydney Circular members will be waiting near the entrances of both venues on Friday afternoon and all-day Saturday, ready to add value to your catalogue.

For more information contact edwardwright@iprimus.com.au

June 2004



Sydney Circular