

PUBLICATION NO. 1 · FIELD NOTES

THE OFF-MARKET MARKET

Notes on Art Agency Reframed

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ADMITTED
INTO RECORD

THIS IS NOT A CATALOGUE.
NOT A PRESS KIT.
LIKE THE OFFICE IT DESCRIBES, IT LIVES
BETWEEN DOCUMENT AND ARTWORK.
THE PUBLICATION IS ANOTHER ROOM.

A PRIVATE ART AGENCY

EXHIBIT A

Art Agency Reframed is an ongoing conceptual artwork in the form of a private art agency, situated inside a former office in Chinatown, New York.

Research. Writing. Correspondence. Contracts. Publishing. Advocacy. Introductions. Appointments. Conversation. All of it becomes sculptural material.

"THE OFFICE IS NOT WHERE THE WORK
HAPPENS. THE OFFICE IS THE WORK, AND I AM
THE ART GURU."

THE STUDIO WAS NEVER THE ONLY ROOM

EXHIBIT B

For centuries the studio has been imagined as the primary site of artistic production. I propose another architecture. The office.

An office is built for negotiation, paperwork, meetings, telephones, appointments, correspondence, administration. I do not abandon these to make art. I use them as its medium.

Thought occupies rooms. Writing occupies desks. Relationships occupy time.

"THE OFFICE DOES NOT SUPPORT THE
ARTWORK. THE OFFICE PERFORMS IT."

NEITHER METAPHOR NOR BUSINESS

EXHIBIT C

The agency is a working form. Historically, agencies organize relationships, negotiate value, establish trust, circulate ideas, and create opportunities.

Art Agency Reframed asks what happens when those functions are reclaimed as artistic practice.

Representation becomes material. Advocacy becomes composition. Administration becomes performance.

"REPRESENTATION IS A MATERIAL."

MARKETS ARE NOT NEUTRAL

EXHIBIT D

Neither are institutions. Neither are friendships. Neither are economies of care.

I inhabit the space between these conditions. I neither reject the market nor reproduce it. I am investigating another ecology of exchange, one grounded in trust, conversation, reciprocity, and intellectual generosity.

The value of a meeting cannot always be measured. Nor an introduction. Nor a conversation that quietly redirects a life. I count these as real economies, even the ones that leave no invoice behind.

"THE OFF-MARKET MARKET IS NOT AN
ESCAPE. IT IS A PROPOSITION."

THEORY DOES NOT ILLUSTRATE THE **WORK**

EXHIBIT E

REFRAMING is the theoretical and literary foundation of the agency, tracking how law, political economy, mythology, folklore, and contemporary art shape one another.

An essay may become an exhibition. A contract may become sculpture. A publication may become architecture. A conversation may become infrastructure.

"THEORY BUILDS IT. THE ARTWORK IS AN ADMINISTRATIVE FORM."

THOUGHT HAS **WEIGHT**

EXHIBIT F

I occupy space not to become visible, but because intellectual labor deserves a physical address. Every idea requires time. Every conversation requires presence. Every act of thinking produces its own architecture.

It has duration. It has a room.

BOOKS · FOLDERS · CONTRACTS · COFFEE · LETTERS · CHAIRS ARRANGED FOR
CONVERSATION

"MEETINGS ARE SCULPTURE."

NEW CONDITIONS NOT NEW OBJECTS

EXHIBIT G

Dadais Americanus operates in the orbit of Art Agency Reframed, an evolving collective inquiry into art, law, political economy, and authorship.

Its projects do not seek consensus. They construct situations through which ownership, collaboration, and artistic value may be renegotiated.

"I AM LESS INTERESTED IN PRODUCING
OBJECTS THAN IN PRODUCING NEW
CONDITIONS FOR ARTISTIC PRACTICE."

THE PAGE BECOMES ARCHITECTURE

EXHIBIT H

Writing is not documentation. Writing is not explanation. Writing is another exhibition space.

Essays, notes, contracts, annotations, correspondence, lectures, and publications circulate alongside conversations and encounters. Each becomes another room the work expands through.

"PUBLISHING IS A SPATIAL PRACTICE."

ATTENTION IS FINITE



The office is entered by invitation. Not because it is exclusive.
Because attention is finite.

Small gatherings. Slow conversations. Carefully chosen encounters.
The scale is intentional.

No public program. No regular hours. No calendar of events. The
office stays available through relationships rather than schedules.
Each visit slightly alters the agency.

"CONVERSATION PRODUCES FORM."

MY MATERIAL IS RELATION

EXHIBIT 1

Representation is often read as a commercial agreement. I use it differently. Representation is an act of sustained attention: advocating for ideas, connecting people, creating contexts, protecting intellectual labor, supporting work before it acquires market value.

Every introduction redraws a network. Every recommendation redistributes possibility. Every exchange reorganizes the invisible architecture of artistic life.

"ADMINISTRATION CAN BE POETIC."

NATALIA IVANOVA

ON THE
RECORD

ROLE Artist, curator, writer, founder

AGENCY Art Agency Reframed

LOCATION New York, NY

PRACTICE Examines the legal, economic, and symbolic infrastructures around contemporary art, treating administration, publishing, advocacy, and intellectual labor as artistic media.

STATUS Art Agency Reframed is the principal form through which this ongoing body of work unfolds.

NOT A CONCLUSION, AN **OPENING**

FILE REMAINS
OPEN

Like the office itself, this stays incomplete by design. The office is where ideas become public without becoming institutional.

AGENCY	Art Agency Reframed
FORM	A conceptual artwork in the form of a private art agency
ADDRESS	50 East Broadway, Room 201, New York, NY 10002
ACCESS	By appointment only
WEB	artagencyreframed.com · dualityisoverrated.com
SOCIAL	@art_agency_reframed