

Creative Processes Unit 3
Artist Statement

Art's value is determined by two things: emotional value and resale value. In my interactive project, I replicate the main parts of the modern-day art market and its functioning into a card game that expresses some of my own ideas about the monetary value of art. In doing research for this piece, I realized that fine art is no longer treated as such by the wealthy people who buy it. Rather, fine art is treated as an asset to be used for monetary gain. The aesthetic and emotional value of art has been lost, and I wanted to create something that would properly convey my ideas about that topic. Research about the art market rarely mentions artists at all, as they no longer have a say in what happens to their work once it's been sold from them.

Creating a game, or simulation, made the most sense to me for this topic in order to effectively explain how the art market works. To understand the art market, you must either do a lot of research about it, or experience it. A game is the next best thing to both of those options. I made trading cards and event cards, drawing from Pokemon and Monopoly for inspiration. The game mechanics took the longest to figure out, as I had to test each change in my head to see if it would work.

With this project, I hope that participants of all ages can enjoy and learn about the art market and my thoughts on its corruption.

By Chantal Morfit