



ART THEORY

We are the market! by VV.AA.

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We Are The Market! claims a liberal ALL-INCLUSIVITY to push the stretch of our cultural offer in the eye of the final commonplace; the capitalist commons of the high street.

Anticipating to a hegemonic culture encroaching on the city centre, one that's turning exclusive due an engagement towards a "publics" while narrowing the diversity of cultural production for and by the majority; We Are The Market! commissioned 18 unannounced achievements that offered an alternative. As well as this, written contributions were delivered by people able to provide informed content after tending bar in the exhibition space.

These offerings to the public were gathered and presented in the relatively private sphere of the Onomatopee white cube—a space all too often mistaken for yet another shop.

It was in this public space that an enormous white leather couch sat directly in front of the biggest flatscreen TV on offer; allowing everyone to flick through the documentation of the actions, flanked by the relics of the achievements scattered throughout the 'white cube' exhibition space. All of that is now featured in this piece of print, which is meant to distribute lasting inspiration on the span of engagement in the times of rising capitalist commons.

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