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Mari Brellochs / Henrik Schrat (Eds.)
**Sophisticated Survival Techniques.
Strategies in Art and Economy**

Product & Vision: Reader
(German / English)

With contributions by Konstantin Adamopoulos, David Barry, Thomas Bauer, Dirk Baecker, Olga Belova, Mari Brellochs, Armin Chodzinski, Gary Day, etoy.CORPORATION, Philippe Mairesse, Torsten Groth, Peter Hanke, Kent Hansen, Ruediger John, Lucy Kimbell, Bernhard Krusche/Reinhart Nagel, Wendelin Küpers, Pierre Guillet de Monthoux, Claus Noppeney, Reinigungsgesellschaft, Enno Schmidt, Henrik Schrat, Fritz B. Simon, Matt Statler, Martin Ferro-Thomsen, Holger Kube Ventura, Rudolf Wimmer
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Art and economy speak different languages, and yet they both make the effort to come in close contact with each other. To reach a productive relationship – beyond sponsoring and purely representative art – businesses and artists really need to test their limits. Should limitations and boundaries be malleable, or are there insuperable divides? To what extent does business support or threaten art, and vice versa?

The reader is published as part of the project *Product & Vision*, edited by the project's artistic directors Mari Brellochs and Henrik Schrat. Artists, experts from the fields of organisational studies and art theory, and business consultants reflect on the relationship between art and economy.

Background:

The reader is published in context of the interdisciplinary project *Product & Vision* – a collaboration of the Kunstfabrik am Flutgraben in Berlin with business representatives and an international team of artists, scholars and researchers. An additional catalogue, focussing on the project's exhibition, will be published after the exhibition. Please visit our website at www.produktundvision.com for further information on *Product & Vision*. The exhibition is shown from 09/09/ - 9/10/2005 at the Berlin-based art venue Kunstfabrik am Flutgraben. During the exhibition, the reader is available for purchase at the special exhibition rate 18,00€(regular price in book stores: 22,50 €).

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