

**The Gallery for Contemporary Art in Perm is paying visitors for viewing contemporary video art. The first payments were issued to visitors on July 2<sup>nd</sup> in Perm and has been met with resounding success by the audience.**

**Sergey Teterin, founder of the VideoTochka (Video-Point) gallery: „ ... I am convinced, in the future all galleries and museums for contemporary art will pay the audience for visiting exhibits. This is perfectly logical and appropriate as people's attention is getting increasingly valuable and the examination of contemporary art's ideas is getting more and more intellectually demanding. ...“**

**VideoTochka Gallery, Russia:  
WE RENT OUR VISITORS EYES AND BRAINS!**

In the provincial backwaters of Russia, Perm, Sibiria, VideoTochka, gallery for video-art opened it's doors under the supervision of media-artist Sergey Teterin. With funds, Teterin aquired as a one-time subsidy in the framework of "Perm as Culture Capital of the Volga Region", he got hold of the needed equipment and rented the best exhibition hall in town. However the interest, that the residents of the metropolis of one million musters towards video-art is practically zero.

The VideoTochka gallery's incorporator Sergey Teterin decided to pay out money to any visitor who agrees to watch russian video-art. The first „installment towards viewers“ took place on July 2<sup>nd</sup> with overwhelmingly enthusiastic reception by the audience.

Sergey Teterin: „ ... This is part of my gallery VideoTochka's concept, which will be open thru october (that's how long the funding is supposedly going to last) in Perm. I suddenly had become a gallery owner. The exhibition went into it's second week, the brandnew videobeamer projected videos on a giant screen in the classy, freshly renovated 80sqm hall (90 squareyards?), but the average number of visitors hardly surmounted 10 persons. Therefore, as the initiator of the show, who wanted the works to be seen, I decided to pay the visitors for their examination of contemporary russian vieo-art. ...



Real money. But i placed small art rubber stamps as a souvenir of the «installment towards viewers» on each note. The austrian rubberwork guarantees a high quality print!



Edition: „Viewer remuneration – smoking frog, balck series“, Gallery VideoTochka:

- 10 Rubel-notes - 20pcs

- 50 Rubel-notes - 4pcs

**WE RENT OUR VISITORS EYES AND BRAINS FOR HIGHEST RATES!  
EARN MONEY WATCHING RUSSIAN VIDEOART!**

I am convinced, in the future all galleries and museums for contemporary art will pay audiences for visiting exhibits. This is perfectly logical and appropriate as people's attention is getting increasingly valuable and the examination of contemporary art's ideas is getting more and more intellectually demanding.

Soon a new business model will emerge:

- Funding of museums and galleries by state and corporate institutions

- wage compensation for reception efforts through museums' officiating in form of "reverse ticketing".

This way, THE target group - idling jobless and students who want to earn some extra money - acquire main knowledge and deep insight into contemporary arts.

This means, however you might spin it, a real contribution to future and "social compensation" is made.

<...>

I am sending several specimen of the stamped notes to museums as a gift, some iI shall offer to collectors ;)

I framed the first note and hung it at home. Looks nice, doesn't it?



Links:

Galerie VideoTochka

[www.videotochka.ru](http://www.videotochka.ru)

Sergej Teterin, media artist

[www.teterin.ru](http://www.teterin.ru)

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