



PLASTIC4 FUTURE

05.12.2021

ARTIST THROWS PLASTIC INTO THE SEA!

The artist Mr. Clair Boetschi has created a digital platform on which consumers can purchase certificates that either trigger „good“ and „sustainable“ actions or the opposite. It is about plastic in the sea, which can be taken out or thrown in with the purchase of a certificate.

This creates a social plastic (following Beuys) that examines individual choices in a free market and how the factors of morality and price influence it. Buyers, regardless of the type of decision, will receive a certificate that will be sold as part of an exclusively designed art edition. Only 1000 C4RE certificates are emitted per 1 kg of plastic. About 1 ton of plastic can be decided in total. In Indonesia, plastic waste is taken out of the sea or thrown in for this purpose.

Since the start of the project on Black Friday on the 26 of November 2021, 166 C4RE certificates have already been sold. 86 kg were taken out and 80 kg were thrown into the sea. In the process, an algorithm keeps trying to balance the market with the help of the price. The more people choose one side, the cheaper the opposite action becomes. So if you want to get hold of one of the artworks cheaply, you can wait until the price even goes into the minus.



C4RE CERTIFICATE

Then you get a work of art AND money as a gift - but you may have to live with the moral consequence of having plastic thrown into the sea.

The art project deals with the question of morality and good conscience: At what point are these counteracted by price, and to what extent do Western markets actually solve problems in developing countries under the guise of a good conscience? More profoundly, the artist wonders whether the creation of artificial markets, such as that of CO2 certificate trading, can really help solve the challenges of climate change.

The certificates

On the front of the certificates is the 3D-lenticular print of a floating plastic bag. On the back is the signed and numbered certificate with a note about the buyers decision.

About the artist

Mr. Clair (Clair Bötschi) was born in 1988 in Filderstadt (Germany). His focus is on an artistic practice that uses, develops or alienates economic structures - in order to make art with these very same. In 2016, he founded the Studio for Art + Economy in Stuttgart at the art association Wagenhalle. The art project Plastic4Future is part of the artist's start-up series.

Contact:

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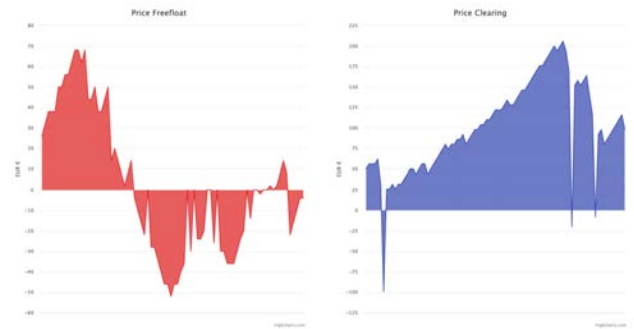
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Price development Freefloat / Clearing



Mr. Clair presents the C4RE certificate

www.plastic4future.com

