

# ART INVESTMENT BANKING (AIB)

Cabaret Voltaire Zurich, November 2, 2011

Concept, Production: Andreas Heusser

Performance: Andreas Heusser as Dr. Rainer W. Kerner (Investment Banker), San Keller as San Keller (Artist), Magdalena Kalbarczyk as secretary of Dr. Kerner

Camera: Cornelia Heusser

The performance is announced as an information event on 'The Art of making money'. The speaker is Dr. Rainer W. Kerner, who welcomes the audience as future investors and customers of the AIB. In his presentation, which is supported by PowerPoint slides, he first gives an insight into the strategies and principles of traditional investment banking. As structural features, he notes that every increase in value is accompanied by a destruction of value. Also, value coupons always only get a value relative to demand and supply, but in themselves they are worthless.

Art Investment Banking (AIB) also uses the same structural features as conventional investment banking. But what is new is the element of art. The speaker praises it as a stable, high-yield and practically riskfree investment opportunity. How an arbitrary object of utility becomes art and what financial profit opportunities are associated with it are also explained.

The audience then has the opportunity to test the AIB's successful model for themselves. So-called 'San Keller Art Stocks' can be purchased at a preferential price of only CHF 20. With the purchase of such shares, the buyers secure the profits from the 10 limited works of art that San Keller - according to the speaker one of the most famous and important artists in Switzerland - will produce in a few moments. Each share represents a work of art.

Now the artist is invited on stage to 'produce art'. He follows the tasks by shredding the banknotes - the proceeds from the sale of the shares - and filling them into jars ready for use. It was intended that the artist would then sign the jars - but San Keller took out the artistic freedom to sign the banknotes instead and thus also destroy his signature.

In the subsequent auction, the preserving jars achieve a multiple of the shredded value.

As announced, the value was gained by destroying it - and the buyers of the 'San Keller Art Stocks' are paid the handsome profits.



## Strukturmerkmale



1. Wertgewinnung durch Wertvernichtung
2. Schein > Sein
3. Wertscheine an sich = wertlos
4. Ohne Geld kein Geld

## Funktionsprinzip Kunst II



above: National Poster Campaign  
below: Power Point Sheets of Dr. Kerner



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Performance 10.11.2011, Cabaret Voltaire Zürich