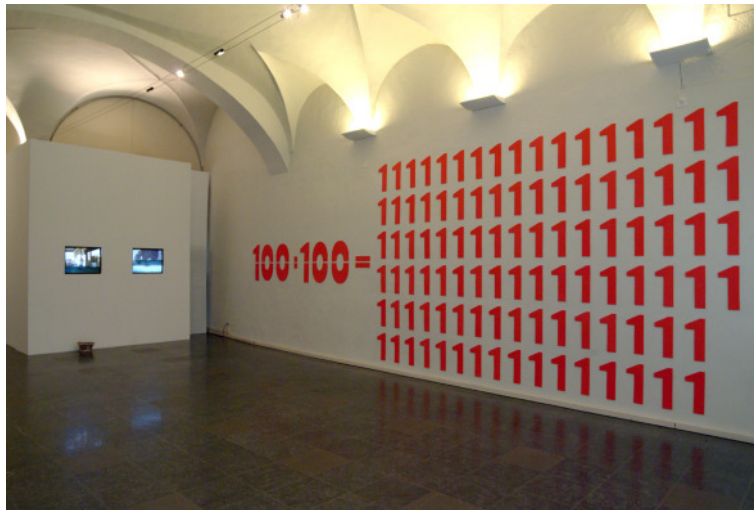


J&W management consulting



"100 : 100 = 100", 2005, Centro Arte Contemporanea, La Spezia

The association between Patricia Jacomella-Bonola and Maria Walther, which engendered the abbreviated name of J&W management consulting in 1991, came from a shared rejection of a system of art in which its symbolic and cultural values were reduced to a mere instrument for creating economic plusvalues. Contrary to this logic, Patricia Jacomella-Bonola and Maria Walther created an artistic practice which gave rise to immaterial works: events and acts offered to exploit the particular economic statutes of artistic heritages, by reversing their purposes. In fact, all their interventions share the goal of rescuing money from the speculative circuit of the art market and of transferring it to specific cultural third-world realities. The artistic gesture in their method thereby becomes a concrete political and social act at work in the realm of an intercultural exchange between our reality and that of poor countries.

The project, made especially for the present exhibition, is intended, in the first place, to create a brief but concrete chance for work for some of the numerous Ecuadorian immigrants living in Switzerland.

To eight of these people, who often meet in front of supermarkets to play their traditional national music for a few coins, the two artists offered a contract to work together to produce the photographs and videos on exhibition here. The idea behind this work, however, is to prompt a more general reflection on the mechanics of distributing the wealth of our society. The error, from the logical-mathematical linguistic point of view which characterizes the expression, $100 : 100 = 100$, visualized on a wall of the room, allows us to immediately perceive an elementary concept which, in its correct formulation ($100 : 100 = 1$), ends up in the background.

If the correct calculation stresses the fact that the amount of an asset is proportionally reduced by the number of people sharing it, the formula which the two artists propose by overturning this point of view, reminds us that the more people can benefit from it.

Elio Schenini, 2005

Catalogue:

"Paths and Sightings", Young Contemporary Art in Switzerland: A Selection from the *Cahiers d'artistes* by The Arts Council of Switzerland Pro Helvetia.

CAMeC, Centro d'Arte Moderna e Contemporanea La Spezia (I)