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Dragging Myself To The Gym

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www.dba.dk

Art exhibitions in commercial galleries traditionally follow a set of formats that regulate their length, display methods and the way they are communicated. The standard duration of an art show is four weeks, along which a photographic documentation is taken and then uploaded on the gallery's website and/or sent to specialised online art platforms which contribute to promoting the exhibition beyond its geographical location. This means that a large part of the show's audience (including potential buyers) doesn't actually see the artworks in real life, but rather meets them on the screens of their computers or smartphones. Art exhibitions in commercial galleries are most of the time accompanied by a price list of the artworks for sale.

Den Blå Avis¹ is Denmark's largest trading platform between private individuals, where people can sell and buy second-hand goods. The company was founded in 1981 in the form of a free printed publication and in 1995 it launched the online marketplace dba.dk. The standard duration of a free-of-charge insertion on DBA is four weeks, after which the item for sale disappears from the website. Each item comes with a short description, a selling price and one or more pictures showing its condition to people who are potentially interested in buying it. As the images are taken for a purely functional purpose, they have no aesthetic concern and are often characterised by poor focus, eccentric framing and indifferent lightning.

The exhibition *Dragging Myself To The Gym* organised by the JIR SANDEL is a crossover between the apparently distant - and yet with more than one common point - formats of the art show and the DBA listing². The artworks are installed in a private apartment which is not open to the general public; the "real" exhibition is a DBA insertion where the item images are the installation views and the item's overall price corresponds to the sum of all the artworks' prices. The images themselves - taken with a pocket camera where the shutter is blocked and won't fully open - are a compromise between the immaculate installation views provided by many white-cubes and the "amateur commercial still life photography"³ that dominates online private trading.

With the exhibition *Dragging Myself To The Gym*, JIR SANDEL launches its activity, which this year won't contemplate the participation to any art fair.

¹Translated to English: The Blue Newspaper.

²Den Blå Avis has been called "the eBay of Denmark" and was actually bought by eBay US in 2008 for about 383 million dollars.

³James Leo Cahill, "Between the Archive and Image-Repertoire: Amateur Commercial Still Life Photography on eBay" in *Reading eBay: Culture, Consumption and Collecting Online*, ed. Ken Hillis and Michael Petit with Nathan Epley (New York: Routledge, 2006).