



SILVIO LORUSSO & SEBASTIAN SCHMIEG – PROJECTED.CAPITAL

6.12.2018 | 18:00 CET – 20.12.2018 | 18:00 CET

<https://projected.capital> | Roehrs & Boetsch, Zürich

Launch (online): 6 December 2018 | 18:00 CET

Say no to curator gatekeeping, forget about the intermediation of the art market, gain direct access to the prestige of the art world: Projected.Capital lets you show your work at Roehrs & Boetsch - a commercial gallery in Switzerland - by renting a portion of its exhibition space during a 2-week exhibition period. 36 x 25 cm | 0.09 m2 of exhibition surface can be rented for as little as \$0.25/day.

Browse Projected.Capital from the comfort of your home, where a live feed of the dedicated exhibition space will welcome you. Once you have selected and rented a section of this space, you will be able to upload your art in the form of picture, text or video. Your art will then be seamlessly projected onto the gallery wall. It's that easy. However, make sure to visit the website regularly: the work of other artists might have been placed on top of yours. If this is the case, don't worry: just log in to the website to make your work fully visible again.

Projected.Capital turns crisis into opportunity: when Roehrs & Boetsch realised there was a hiatus between shows, they turned to Silvio Lorusso & Sebastian Schmieg. Subsequently, the two artists created this service to turn an opportunity for the few into an abundance of opportunities for the many.

For further information, please contact Nina Röhrs (press@roehrsboetsch.com) at the gallery.