



RULES OF ENGAGEMENT

21 - 24 NOVEMBER 2019

Created by Amelia ABDULLAHSANI and Merryn TREVETHAN

Nabilah NORDIN Jason WEE Nila CHOO Yen PHANG Alecia NEO
Helene Le CHATELIER Hafiz KARIM/ Rachel ZAVIOR Grace TAN
Nandita MUKAND Eunice LACASTE Sue BEYER Megan EVANS
Andy YANG Kanchana GUPTA Delia PRVACKI Jonathan NICHOLS
Louise BLYTON Madhvi SUBRAHMANIAN Merryn TREVETHAN

An exhibition-event that engages the implicit rules of the art world.
Twenty artists respond to the theme of A Public Square.
Both artists and audience must comply with the Rules of Engagement.

The exhibition takes place over four days at The Substation SAD Bar. Every night is both a Vernissage and a Finissage, because we all know everyone only turns up for an opening or a closing! All artists are eligible for a nightly Public Choice Prize, voted and paid for by the audience. Artists and the audience are governed by their own sets of rules to which they must comply. The rules are ambiguous, contain loopholes, and are open to interpretation. Fines are issued by undercover officers for violations of any rules, which are subject to change without notice. The exhibition is opened and closed each night by a different Guest of Honour, who will also present the prize to the winning artist. The audience is given a short survey on the way out.

Like the oft unspoken rules for engaging with public spaces, the art world – itself a public space – has its own set of rules. Opaque and often unknown to participants, these rules are constantly changing and ever contested. Just as the public are compelled to know the rules that guide their interactions and behaviour in public spaces, so too are artists as they navigate the artworld. Artists must stay abreast of the latest rules and to interact with the artworld, audience, and public spaces using the information and resources available to them. Rules of Engagement recognises the financial implications of participation, with artists often self-funding work enjoyed by the public for free. By requiring the audience to purchase DRINK/VOTE tickets and passing this money on to the participating artists, Rules of Engagement acknowledges that a large portion of the art world audience are neither collectors nor financial stakeholders; while these art lovers and their support is greatly appreciated at openings, many rarely find themselves contributing financially to supporting the work of artists.

Like many industries and work places the art world has its own Rules of Engagement. In the corporate sector workplace regulations are transparent with HR policies and Codes of Conduct. The art world operates largely under an umbrella of opacity with few written Codes or policies to speak of, with little or no sexual harassment awareness training or workplace diversity training. Further complicating matters is the many different segments of the art world: from large government-funded institutions, commercial galleries, biennales, and art fairs (affordable and not so affordable), to artist-run initiatives, non-profits, and non-government spaces. Each has its own set of rules. Access to any of them is difficult, the path to inclusion unknown.

Rules of Engagement aims to generate an open discussion and raise awareness around these issues. In this way Rules of Engagement hopes to redress this implicit imbalance, shining a light on the complicated negotiations – financial, social, emotion – in which artists engage when they create work for the public.

Presented with..

the Substation
A Home for the Arts

ARTIST RULES

1. Artists must adhere to the theme of "A Public Square"
2. Artists will be randomly allocated a square "footprint" of 10 x 10cm, 20 x 20cm, 30 x 30cm, or 40 x 40 cm.
3. Artworks must not exceed the allocated footprint at the base only. There are no vertical or diagonal restrictions.
4. Artworks can be in any medium including but not limited to painting, sculpture, new media, video, and performance, as long as the base footprint does not exceed its allocated size.
5. Artists must agree to not make any alterations or additions to the structure, facilities, goods, equipment or fittings at The Substation. No glue, pins, screws, nails, scotch-tape, stickers or any such fittings and fasteners likely to deface any part of the premises shall be used, unless prior approval is granted from the organisers.
6. Artworks can be freestanding.
7. Artists are encouraged to maximise their visibility in any way they see fit.
8. Works can consist of multiple parts as long as the total area at the base does not exceed the allocated footprint.
9. Artists must agree to being paid a fee of \$50 to participate.
10. Artworks must be for sale. 100% of the proceeds of sales will be paid to the artists. Artists can replace sold artworks during the run of the show.
11. Artists must agree to devise their own rules for the pricing of their work. Should they be present during the exhibition, Artists are encouraged to handle the sale of their own work.
12. No artist statements, CV's or price lists will be available or distributed during the exhibition.

An hour before close each night votes will be tallied, and DRINK/VOTE prize money counted. Our nightly "Guest of Honour" will then open and close the exhibition, and award the Public Choice prize money to the winning artist/s. Any DRINK/VOTE tickets purchased after this time will be carried over to the following evening, with the exception of the final night. On the final night votes will be counted half an hour before closing and the total prize money split between all the artists. Artists who are unable to attend will be presented with their share. There will be no DRINK/VOTE tickets sold after the final call is announced at 4:30pm on Sunday 24 November 2019.

RULE BOOK

AUDIENCE RULES

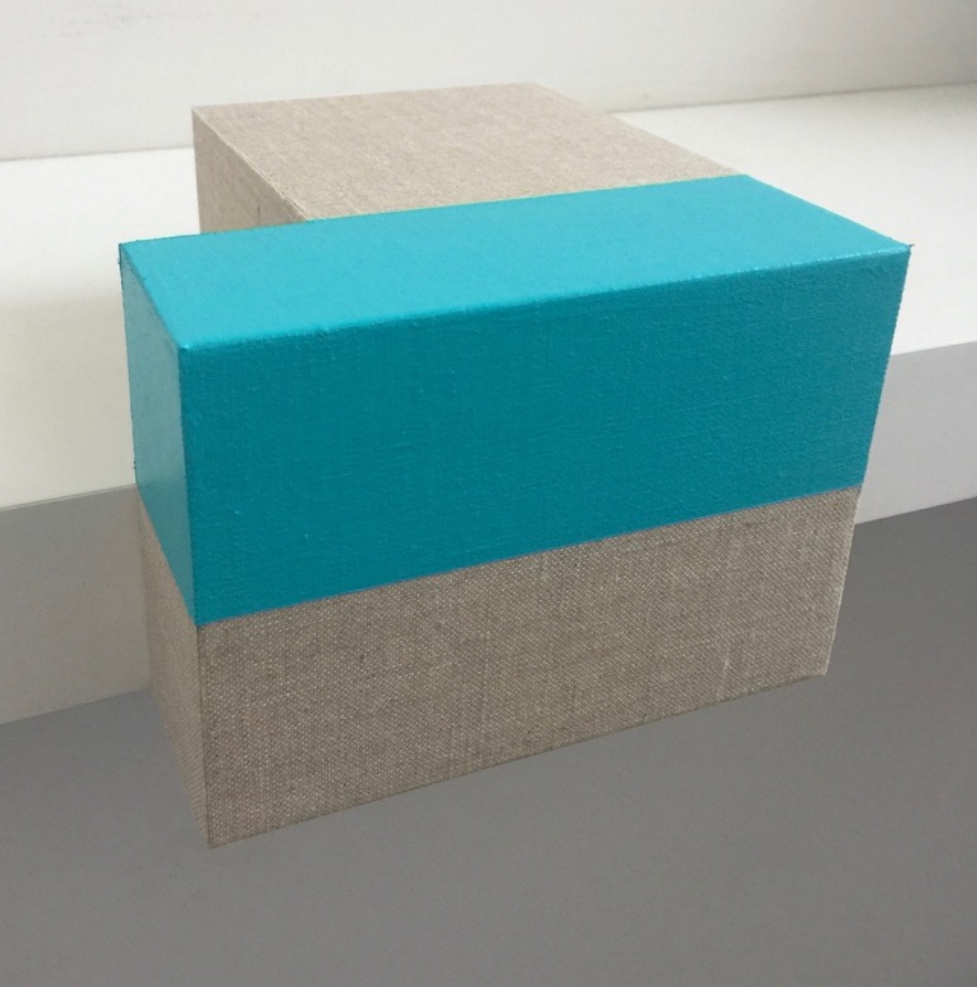
1. Each Audience member must purchase one DRINK/VOTE ticket on entry. This ticket entitles them to 1 x free drink and 1 x free public choice vote. Proceeds from DRINK/VOTE tickets will go towards nightly prize pool.
2. The Audience must cast their vote for the artwork they think best exemplifies the Artist Rules. The Public Choice Prize money will be awarded to the artist with the most votes at the conclusion of voting each day.
3. Audience rules are subject to change without notice. Fines will be issued for violations. The fine will be additional purchase of one DRINK/VOTE ticket. Undercover officers will be in the crowd to issue fines.
4. The audience will be allowed to purchase multiple DRINK/VOTE tickets.
5. The audience must buy an artwork.
6. The audience must not buy an artwork.
7. The audience must not ask the artists what their work is about.
8. No name dropping of any kind. This includes places, exhibitions, biennales etc
9. The audience must complete a short survey on the way out!
10. Air kissing is strictly prohibited!!!

In keeping with the concept of rules that manage public spaces- enforcement of all rules will be arbitrary. Fines will be issued when violations are witnessed by undercover officers.

ALL proceeds from the purchase of DRINK/VOTE tickets and fines will go directly towards the nightly Public Choice Prize pool.

The Artists





Louise Blyton

Chit Chat

2019

Acrylic on Linen

Allocated Footprint: 10cm x 10cm

Actual Dimensions: 10cm x 16cm x 10 x 14 cm D 5cm

Price: SGD \$900

Rules of Engagement: To be installed as the purchaser chooses

Instagram: @louiseblyton





Nabilah Nordin
Rubbing In The Rain
2019



Stubborn clay
Allocated Footprint: 20cm x 20cm
Actual Dimensions: 37cm H x 27cm W x 10cm D
Price: \$1000

Rules of Engagement: None

Instagram: @nabnordin

Grace Tan
N344- Luboid Laminate
2019



Archival cotton pulp watercolour paper and
PVA Glue
Allocated Footprint: 10cm x 10cm
Actual Dimensions: 10cm H x 15cm W x 2cm D
Price: SGD \$300

Rules of Engagement: None

Instagram: @kwodrent





Andy Yang
Making Music With a Lunatic
2019

Bees' Wax , Oil Paint, Acrylic on Wood and
Chrome Finished Steel Structure
Allocated Footprint: 40cm x 40cm
Actual Dimensions: 137cm H x 37cm W x 35cm D
Price: SGD1500

Rules of Engagement: Audience is advised to strike a verbal
conversation with the artwork. Sing a song or even scream at it.

Instagram: @andyyangsookit



Nila Choo
377A (Pink Baton)
2019



Silicon, Edition of 377

Allocated Footprint: 10cm x 10cm

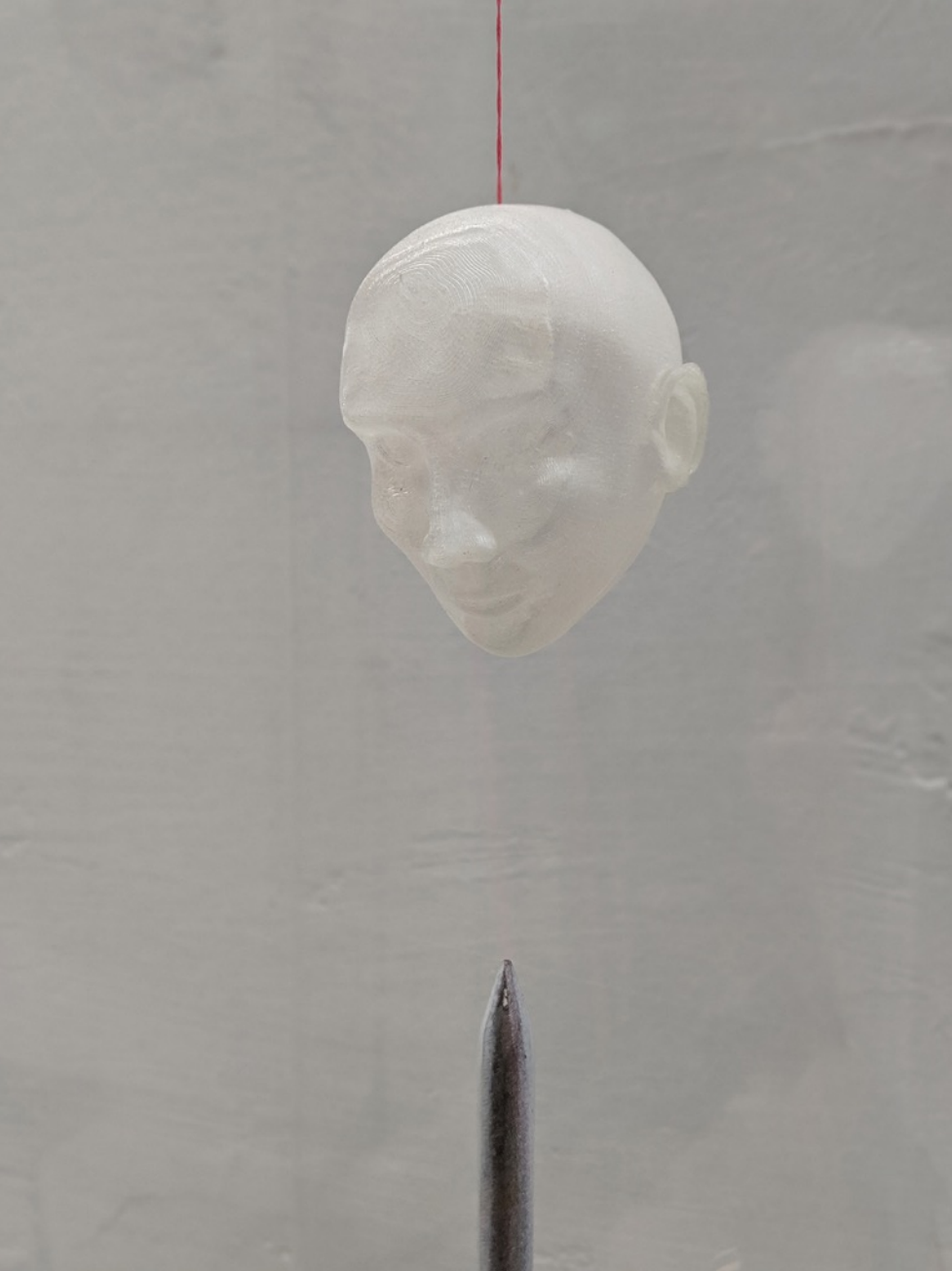
Actual Dimensions: 37cm H x 4cm W x 4cm D

Price: \$200 each

Rules of Engagement: Handle with care. Use silicon-safe lubricant. Wash with light soapy water. Pat dry. Talcum lightly for storage. Do not use in public, and always wear protection.

Instagram: @wholesomenila





Helene Le Chatelier
Untitled
2019



Polymer, Metal, String and Water
Allocated Footprint: 20cm x 20cm
Actual Dimensions: 22cm x 22cm x 160cm
Price: SGD \$1800

Rules of Engagement: Secret

Instagram: @helenelechatelier



Delia Prvacki
My Own Square
2017-2019

Collectible mini bricks refired, gold, mirror
Allocated Footprint: 30cm x 30cm
Actual Dimensions: 30cm x 30cm
Price: SGD \$1800

Rules of Engagement: None





Megan Evans
Sir Thomas Pinned
2019

Glass beads, antique velvet cotton, pins
Allocated Footprint: 40cm x 40cm
Actual Dimensions: 28cm H x 40cm W x 40cm D
Price: SGD \$2900

Rules of Engagement: None

Instagram: @megaevans





Jason Wee

Samson Column (for C) #1, 1 of 8, 1 AP

2019

Black paper and cardboard

Allocated Footprint: 10cm x 10cm

Actual Dimensions: cm H x 10cm W x 10cm D

Price: SGD\$500

Rules of Engagement: The (Jenga) rules:

- visitors are invited to peel as much of the artwork away as possible.
- the visitor who is caused the artwork to collapse will be the owner of the artwork, and will pay the artwork price of SGD500.
- physical contact by the visitor with the artwork, whether the contact is intentional or accidental, will be considered as acceptance of these rules.

Instagram: @jasewee





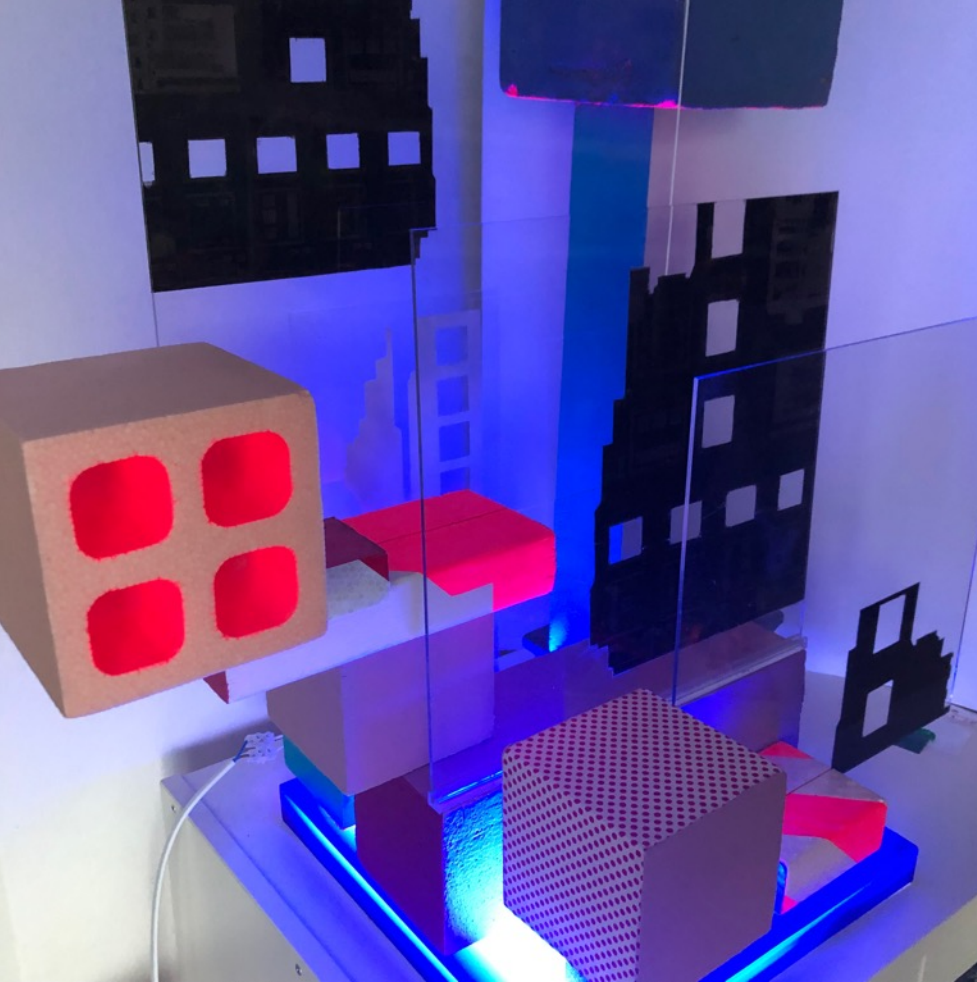
Kanchana Gupta
Self Squared - 20 cm
2019



Oil paint strips burnt and peeled off tarpaulin
and left in a box over 6 month
Allocated Footprint: 20cm x 20cm
Actual Dimensions: 14cm H x 20 cm W c 23 cm D
Price: SGD \$800

Rules of Engagement: Sales enquiries via Sullivan and Strumpf, SG

Instagram: @kanchana_gupta



Merryn Trevethan

Business As Usual

2019



Acrylic on Plexiglass, Styrofoam, timber
with LED Lightbox

Allocated Footprint: 30cm x 30cm

Actual Dimensions: 72cm H x

Price: Each section sold separately

Rules: of Engagement: Each block/unit will be sold separately and will be released in stages. Central block split over 4 levels with 2 front facing windows panels \$800. Release date 21 NOV 2019. Front single level block with single front facing window panel \$250. Release date 22 NOV 2019. Windowless double story block with spots \$100. Release date 23 NOV 2019. Windowless 4 level tower block \$200 Release date 24 NOV 2019. Rear facing single level block with single rear facing window panel \$200. Release date 24 NOV 2019.

Instagram: @merryntrevethan

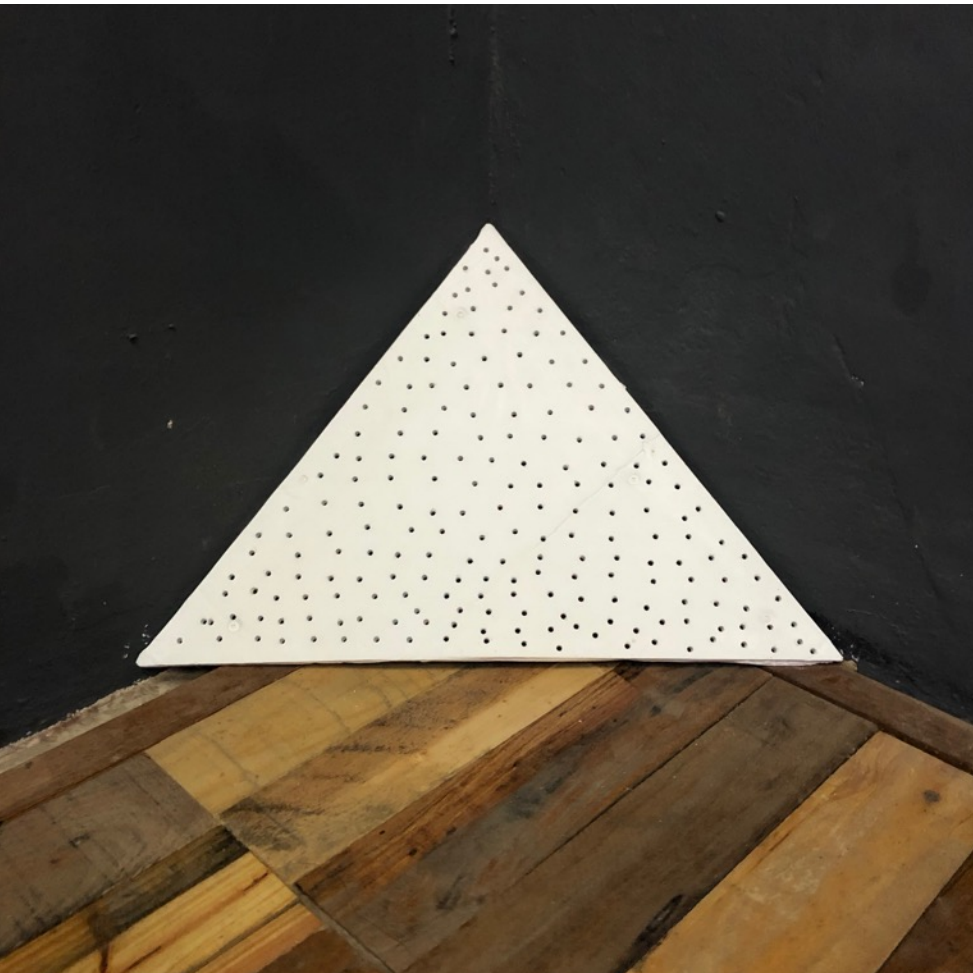


Jonathan Nichols
Apparatus / 儀
2019

Acrylic on Linen
Allocated Footprint: 40 x 40cm
Actual Dimensions:
Price: POA

Rules of Engagement: No formal rules

Instagram: @jonathannichols88



GAMIFYING
INTERACTIONS

BETWEEN THE DEVIL & THE SEA

START GAME

Eunice Lacaste *Between the Devil and the Sea* 2019

Mobile game application, wooden arcade cabinet, video camera
Allocated Footprint: 10 x 10cm
Actual Dimensions: 10 x 10 x 30 cm
Price: Price of artwork: \$800 app only without phone, \$1400 with phone

Rules of Engagement: This work is a mobile game application that invites viewers to play an instructional game that asks them to perform certain tasks with other individuals within the immediate vicinity. Tasks such as “comb your hand through the hair of an individual to your right” force social interactions between participating individuals in a gamified situation. The game generates performances out of audiences who choose to act on the instructions.

Instagram: @eunicelacaste



Yen Phang
*6 days in Nova Scotia with Bro
(without you)*
2019



Toilet paper collected from my recent trip to Canada

Allocated Footprint: 20 x 20cm

Actual Dimensions:

Price: SGD \$280

Rules of Engagement: They can gently pet the object but not use it to wipe their arses

Instagram: @yenphang



Madhvi Subrahmanian
Tree of Life
2019

Stoneware
Allocated Footprint: 30 x 30cm
Actual Dimensions: 46cm H 28cm W x 8cm D
Price: \$2200

Rules of Engagement: The buyer must appreciate the works from multiple perspectives including the shadow.

Instagram: @madhvi.subrahmanian





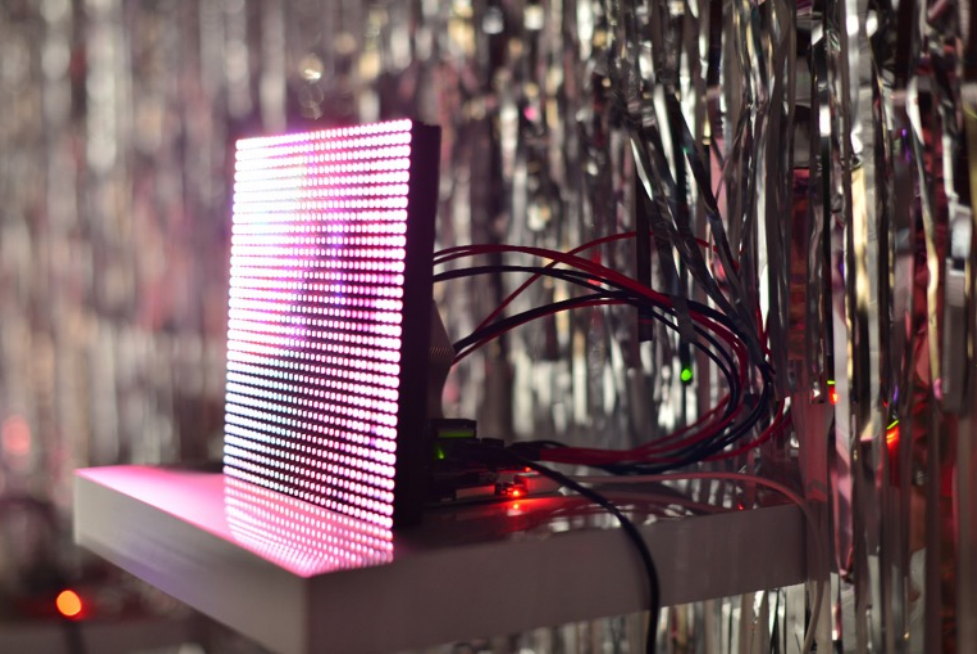
Alecia Neo And Wen Mao Lessons with Mao (This is Art) 2014

Single-channel video
Allocated Footprint: 40cm x 40cm
Actual Dimensions: 110cm H x 110cm W
Price: 500, Edition of 5 (2AP)

Rules of Engagement: None

Instagram: @alecianeon





Sue Beyer
Matrix #4
2019



Instruction based Multi media
Allocated Footprint: 10cm x 10cm
Actual Dimensions: 16 cm H x 16cm W x 13cm D
Price: SGD\$ 1500

Rules of Engagement: The person who buys the artwork must dance in front of the work while singing the song 'Xanadu' to show their interest.

@beyer.sue

Using a multidisciplinary approach, Sue's visual art practice primarily examines place and space.

This work is part of an ongoing investigation into the concept of liminal space (transformation and the in-between) through the lens of personal mythologies and Instruction Based art.



Hafiiz Karim & Rachel Zavior

5 Cents Also Can

2019



Metal and paper

Allocated Footprint: 10cm x 10cm

Actual Dimensions: 28cm H x 27cm W x 27cm D

Price: S\$10,000

Rules of Engagement: No rules, just donate

Instagram : @thenextmostfamousartist @spidermanscreen

Max Chroma
Here's Tom With The Weather
2019



Stop Motion Animation Projection

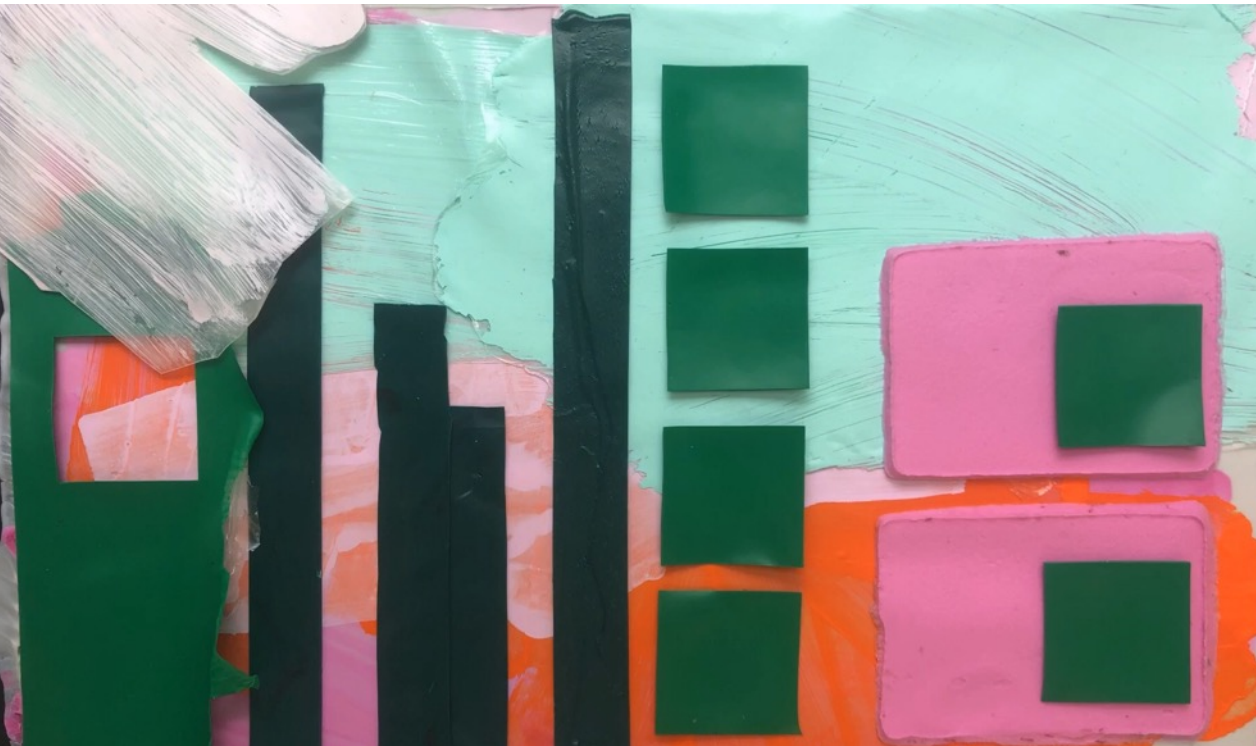
Allocated Footprint: 30cm x 30cm

Actual Dimensions: 82cm H x 146cm W

Price: \$250, Edition of 8 and 1AP

Rules of Engagement: To be enjoyed with music playing I recommend
Trentmoller "Take Me Into Your Skin" or Phillip Glass "Mad Rush"

Instagram: @thechromafiles





Nandita Mukand
Unraveling the Square
2019

Cloth, paper, plaster, resin, thread, wire,
plastic, paint

Allocated Footprint: 40cm x 40cm

Actual Dimensions: 90cm H x 55 D x 36cm W

Price: SGD \$2900

Rules of Engagement: None

Instagram: @naditamukandstudio



Rules of Engagement was created by Amelia Abdullahsani and Merryn Trevethan. It was selected from a recent Open Call by The Substation and is presented as part of their year-long Public Square programming.

Amelia and Merryn would like to thank all the artists for participating in this exhibition. A to extend a MASSIVE thank-you to the team at The Substation for supporting this event and all their help.

Presented by

The Substation

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