

DEBATE

Money for Nothing?

James Franco is selling "invisible art." Are you buying it?

You may know the actor James Franco from his roles in *Rise of the Planet of the Apes* and the Spider-Man movies. But did you know that this talented actor is also an internationally shown contemporary artist?

You won't believe his latest project! Franco and his collaborators are selling "invisible" artwork. These pieces are not physical paintings, drawings, or sculptures; they exist only in the artists' minds. A buyer receives a card with a written description of the artwork—nothing more. He or she must imagine the artist's intention. These works sell for as little as \$25 to a whopping \$10,000.

The artists behind this project call it, "an extravaganza of imagination" and a creative merging of "the physical world of sight and the nonvisible world of thought." Others call it conceptual art run amok and a clever way to part people from their hard-earned cash.

What do you think? Is James Franco's "invisible art" a brilliant idea? Or is it a scam?



Would you buy an invisible painting from James Franco?

YES

Invisible Art is a brilliant idea!

- ▶ Concept is king. The ideas artists share with others are the art.
- ▶ Because buyers must use their imaginations, these works are collaborative and interesting.
- ▶ If people want to spend their money on invisible art, the idea must be a good one.

NO

Invisible Art is a scam!

- ▶ Ideas alone are not art. Artists must use their skills to create work.
- ▶ This is a creative-writing project, not an artistic one. The artists are misleading buyers.
- ▶ These artists are acting like snake-oil salesmen—selling a product that doesn't exist.



TELL US WHAT YOU THINK!
Post your opinion.

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