**Monika Fryčová**

**A2B**

**ART to Business**

*... There are prices to fame, alright*

*All of our time spent in flashes of light*

*All you people can't you see, can't you see*

*How your love's affecting our reality*

*Every time we're down*

*You can make it right*

*And that makes you larger than life…*

“Larger than Life“ by the all American boy-group Backstreet Boys is written as a tribute to the encouragement and devotion of fans, with an easy memorable melody and singalong lyrics. It became commercially extremely successful.

The song can be read as emblematic: as a pattern, and as wishful thinking on Monika Fryčova's entrepreneurial spirit in her two art projects “Pure Mobile vs. Dolce Vita“ and “Kiosk 108“.

For both projects expression of artistic autonomy is central, either in the form of a road trip through Europe on a scooter, or in the transformation of a fish trawlers' pilot house in Iceland, into a hippies beach bar. Each undertaking is shaped by every possible bureaucratic hurdle thrown in their way.

ART: the two Videos celebrate the hedonistic self with the best that life could possibly offer, a freedom ride and free drinks at a party, accompanied by the helpful support and cooperation of numerous hosts and volunteers ... “larger than life”.

BUSINESS: the documents and correspondence on the walls tell something else. They show the bureaucratic struggle, on the rocky road to a little economic independence, papers from the local authorities, customs, goverments patronizing artistic expression, burying it under tons of bureaucratic requirements ... *“There are prices to fame, alright”.*

This ongoing antagonistic interaction is: The Performance.

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