



CREATE YOUR #EXSTRANGE ARTWORK ON EBAY

1. Open an eBay account and select your country.

2. Choose a category as context for your artwork.

eBay has dozens of categories and related subcategories which vary according to country. Some of them are listed here [https://docs.google.com/spreadsheets/d/1dO92CvhwXuWFnH2eRdavnWjVBhyRBEpFT_7eGW4hCX0/edit#gid=0]. The category you choose should offer a site-specific context for your ideas.

3. Create a listing for your artwork for a 7-day auction.

#exstrange artworks are works that use the eBay auction as the medium itself. The title, images, text, and price are the materials with which artists/designers make the work. In that sense, an #exstrange work does not exist before being an auction. Rather than placing an artwork on eBay to sell, we are using the tools and materials of eBay to create the work. As such, #exstrange listings are only complete within the context of eBay.

Follow the formatting of eBay [<http://pages.ebay.in/help/buy/bidding-overview.html>] though not necessarily the conventions of ideas, language or imagery.

Your artwork as auction will collectively consist of:

- the auction title

(please include #exstrange as the last word in the title so that it can be connected to the exhibition and located when searching the tag on eBay)

- descriptive text (whose tone, language and graphics fit the character of your work).

- images

- the starting price

(this price is a significant part of understanding value as related to the idea/object/service you're communicating.)

4. Schedule your auction to post at 8am, your local time (eBay allows you to pre-schedule an auction up to 3 weeks ahead of time). One week before your auction launches, email us your information (see #6 below).

5. When you create your auction on eBay, eBay will provide a preview of your auction listing. Take a good screenshot of this preview that includes eBay's logo and the Category. Save this screenshot as yourname_screenshot.jpg

6. At least one week before your auction is scheduled to launch, email curators@exstrange.com with:

• the screenshot of your auction [please make sure the eBay logo is included at the top of the shot]

• jpeg files of any images that are part of your auction/artwork

• a word doc. with: (1) your name, (2) your geographical location, (3) a 100-word bio, (4) your complete auction category/sub-categories, (5) title of the auction, (6) starting price, (7) full descriptive text, (8) brief artist statement about your artwork, and (9) the answers to these three questions: 1. How many separate bidders do you anticipate will bid on your auction? 2. What do you think the final bid price will be on your auction? 3. Do you think the winning bidder will be from your home country or another country?

7. During and after the auction, please keep a list or copy of your conversations with any potential bidders along with their geographic location. At the end of the auction, please email us (curators@exstrange.com) that list along with information about the location of the final bidder and any other correspondence you have with them.

8. Please ask the winning bidder if they'd be willing to answer a few questions about their purchase. If they're willing, please send us their email address.

9. Use social media to promote your auction by using the hashtag #exstrange.