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Speed Artists and Value Production

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SPEED ARTISTS & VALUE PRODUCTION

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The Problem

- Techniques of art producion kept from the general public
- Those who stray from the conventional style of art are criticized as amauteurs
- Art schools and museums purposely market themselves to insiders

Instant Art

- Katz began his "Instant Art" career in 1956 creating a painting in 30 seconds
- Characteristics:
  - Diversified method of production
  - Familiar subject
  - Audience interaction
  - Live performance
  - Media presence

Morris Katz

- Studied "Old Masters" Style in the Munich Academy in Germany
- Switched to Instant Art to make a living
- Used a pallete knife, toilet paper, and oil paint
- Performed on TV and with live audiences
- Sold paintings live, directly after finishing
- Marketed himself internationally

600 Shows

$5 Million

30 Seconds

130,000 Paintings

Morris Katz on NBC Today Show with Bryan Gumble

References

Gallery

The Movement

- Inspired artists who diversified the genre to create value:
  - Denny Dent: Black, Spinning Canvas, Music, Claw Brush
  - Eric Black: Glue, Glitter, Left Subject a Mystery
  - Spray Art Eden: Spray Paint, Stencils, Flame Thrower
- What do they all have in common?
  - Use live performance
  - Show audience their process
  - Sell live after performance
  - Most importantly: PAINT FAST

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