

Hg2| A Hedonist's guide to Art

Edited by Laura K Jones

Hg2 Art is a handbook that gives readers an insight into both the darker reaches of the art world and some of its more enchanting pockets. Revealing insider secrets, it answers the questions every would-be art collector wants to know.

Hg2 Art is a seminal collection of essays that will not only inspire any burgeoning collector, but anyone wishing to tap into the esoteric fortress of strange that is the art world.

Gilbert & George, Sarah Lucas, Will Self, Keith Tyson, Sue Webster, Martin Creed, Polly Morgan, Mat Collishaw, Anthony Haden-Guest, Lynn Barber, Rankin, and other

internationally renowned artists, writers, gallery owners, collectors and hangers on, reveal their hidden lives, the lives of others, and the slightly appalling secrets that only a select handful of people are as yet a party to. Learn how to navigate the best art parties, why you should buy the art you hate, where the international curating and collecting hotspots are, and how to become a dealer. You will even learn how to become God, Himself.

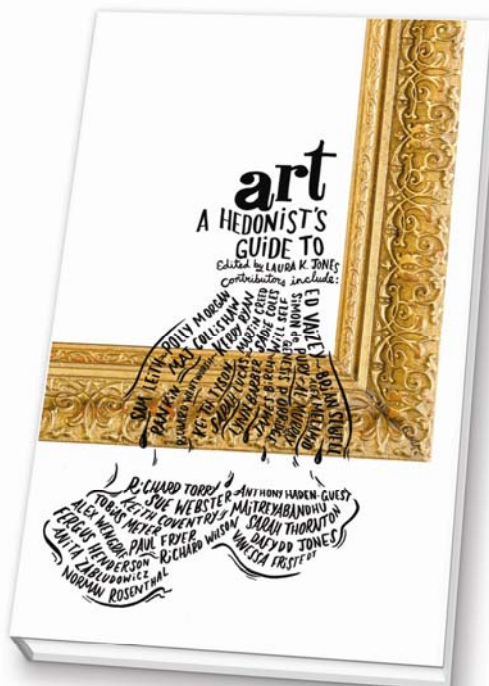
A Hedonist's Guide to Art comprises of 90+ essays, and a few pieces of never-before-seen, original art, especially made for the book. Some of the contributions will make you laugh out loud, some will make you turn a shade of puce, while others might just make you cry.

Whatever their poison, this unique anthology will bring a wry smile to all art enthusiasts.

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Commissioning Editor Laura K Jones is a writer living in London and Berlin. She has written for the Times, the Guardian, the Observer, Artnet Magazine and Artforum.com

Published by Hg2|A Hedonist's guide to... in association with Artica.com, an eGallery of Young Contemporary Art.



Contributors:

Norman Rosenthal	Richard Wilson	Vitaly Komar
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Matthew Bown	Rachel Howard	Etc.....
Simon de Pury	Mark Inglefield	
Will Self	Dafydd Jones	

Essays include:

Don't be Fashionable by Gilbert & George
Wynn Casino Invitational by Keith Tyson
How to Sell to Oligarchs by Mark Kelner
The Ten Commandments of Art by Mat Collishaw
If Only my Cock was as Big as my Head by Rankin
The Secret History of Modern Art by Anthony Haden-Guest
Late Night Heads by Hugh Allan
Performance Art on the Auction Block by Simon de Pury
The Transfiguration by Alex Melamid
How to Make an Art Epoch by Michael Holman
Memories of the Nineties by Daniel Chadwick
A Field Guide to Art – Art in the Countryside by Sarah Lucas & Lynn Barber
I Don't Know What I Like by Sam Leith
Hotel Suite Hotel Room: The Hotel Suite and the Hidden Ballroom by Guy Kennaway
Economics and Exhibitionism by Susanne Oberbeck
Trading in the Sauce for the Sausage by Mark Gisbourne
A Cabbage for Andy by Barry Miles
Jellies and Sharks by Mark Hix
And another 50 more

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Further information on Hg2...

Hg2 is a business born from the frustration founder, Tremayne Carew Pole, felt after an abortive attempt to find a genuinely good bar in Budapest. Recognising that many people experience the same disappointment, he decided to create a new type of city

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www.hg2.com

guide - combining engaging destinations and stylish design with unsurpassed local knowledge, to offer the ultimate handbook to a city break. Hg2 guides are compiled by experts in their fields whether it be city guides (journalists, editors and locals), restaurant guides (restaurateurs, critics, chefs), art guides (artists, collectors, curators, critics) who live and breathe their craft.

Eat London is one half of Hg2's Eat series, the other being Eat New York, edited by Amy Zavatto, offering just as many epicurean havens around the big apple. The series will be expanding in 2011 with Eat Paris.

Hg2 encompasses more than just travel. Hg2 Life was published in 2008 giving our readers tips on hedonism itself in a series of essays from those who know it and live it best. This October sees the release of the much-anticipated Hg2 Art guide – a handbook and insight into the darker reaches of the art world from the artists, collectors and curators themselves.

The guides are published online (www.Hg2.com), where continual updates from our local reviewers ensure that they never go out of date. From October 2010, they will also be available as eBooks.

In September 2010, Hg2 is launching iPhone apps for all our city and restaurant guides. Building on the content of the guides, the applications will also include augmented reality, GPS-enabled maps, user feedback, music playlists, Twitter integration and an itinerary planner.

Cities covered to date are:

Almaty and Astana	Damascus & Aleppo*	Milan
Baku	Istanbul	Moscow
Bangkok*	Johannesburg	New York
Beijing*	Lisbon	Paris
Beirut	London	Prague
Berlin	Madrid	Rome
Buenos Aires	Marrakech	Stockholm
Cape Town	Miami	Tallinn

* Coming September 2010

Further information on Artica:

Artica is an online gallery that realizes innovative projects and exhibitions quarterly, with the overall aim to sell the work of rising star emerging artists, and at the same time provide an informative and "educational" view of the art world while maintaining an entertaining, descriptive and personal tone

With an initial foundation in illustrative arts, Artica has recently widened their remit to represent a variety of emerging artists from different disciplines whose common thread is humour; whether joyful or dark. Artica's founder Henrik Riis has a strong belief that Art should be fun and selects the artist he represents accordingly.

For many people, the art world can be intimidating. When I started visiting galleries and art fairs I was fascinated with the marvellous and strange anecdotes they relayed, and with the advice they generously offered. It was

and is a fascinating world.

The initial purpose of this book was to get some of those tales and stories down and collected into an anthology that would be an inspiration to collectors – be they long in the tooth, brand new to the game, or as yet just a little bit curious.

As Artica is aimed mainly at early stage collectors it is adamant that the price point of the work range widely to accommodate a variety of pockets. Currently works on the site start at around £200 up to £10,000.

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