

NEW YORK CITY, New York — January 1, 2001 — Michael Mandiberg, Inc. announced today the launch of its flagship e-property, Shop Mandiberg. Located at www.Mandiberg.com, Shop Mandiberg is an e-commerce site which markets and sells Michael Mandiberg's own possessions. Everything is for sale, from his underwear to his favorite coats -- his apartment keys, to his mostly used jar of strawberry jam.

Shop Mandiberg aims to undo the process of shopping. The department store, the catalogue, and now the e-commerce site dominate our lives as individual consumers. We select objects to own, wear, and consume. This collection of objects forms our "unique" visual identity. By selling these objects Michael Mandiberg aims to disintegrate himself.

Shop Mandiberg is both e-commerce and public performance art. Professionally, artists must sell themselves to critics, galleries, and fellow artists, in order to sell their objects to collectors and museums. Shop Mandiberg subverts this imperative by following it closer than expected with a broader definition of the art object.

In this Post-Modern era art and commerce are often indistinguishable. To reach viewers, public artists use advertising like a business. Shop Mandiberg welcomes a new era where the artist not only claims advertising as a medium, but business itself.

NOTE TO EDITORS: Shop Mandiberg welcomes press inquiries, and encourages the redistribution of this press release. For further inquiries, and additional information, please email at Press@Mandiberg.com.

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