



An ***Emotional Value Auction*** is a participatory witnessed exchange grounded in reciprocity. Experience Broker and Maine College of Art Professor, Adriane Herman, orchestrates these unconventional “auctions” to occasion opportunities for people to release things and/or bring new things into their lives based on emotional value or potential utility over economic value. No money changes hands; authentic written expression and shared vulnerability are rewarded and rewarded in themselves. Simple in concept, these events yield meaningful exchanges between strangers. Capitalizing on the power of witnessing to facilitate the process of letting go, EVAs foreground the generosity inherent in receiving. Helping someone to release something weighing them down can precipitate life-changing shifts, creating space for new things both physical and immaterial. Lacking--or even within--familial structures through which to “hand things down,” letting go is hard. Knowing someone will appreciate something, carrying forward aspects of its past can catalyze release.

Ways you can participate:

- 1) Consider releasing something through the *Emotional Value Auction* that you feel the need to let go of, to the most compelling “bidder.” Committing to offering something for auction does not constitute a commitment to release it. Owners only transfer items to someone if their statement so moves them. To submit an item, email a brief (or long!) statement about the item (why you have it, why it’s time to release, anything you wish to share about what may make that difficult, etc.) plus one or more photos of the item, by 8/1. Items can be mailed or dropped off at Maine College of Art, 522 Congress Street, Portland, ME, 04101 for Adriane Herman, by 8/3, or email about pickup.
- 2) Visit the upcoming *Emotional Value Auction* at the **Topsham Fair, August 6-11**, open: noon-nine daily. Peruse the items being released; read owners’ statements about the objects available for “bidding.” (Entry fee to fair s: \$12 for adults / free for children up to 36” tall / Senior Day \$3 Tuesday, August 6)
* Anyone unable to attend the fair for any reason can bid on items through the facebook event site:
<https://www.facebook.com/events/398498920780784/> or visit the website: <http://www.adrianeherman.com/upcoming-emotional-value-auction>
- 3) Consider “bidding” on an item by writing about your interest in it, sharing as much or as little as you like. These brief (or long) statements will be forwarded to each item’s owner, who may opt to release the item if so moved by a “bid.” Depending on the item, owners may opt to split their “lot” between multiple compelling bidders, if desired/possible. Items will be available for pickup in Topsham or Portland. Dates/time/location TBA. Delivery or shipping is also possible.
- 4) Spread word to someone you feel might benefit from this event/exchange program. Thank you for reading!

FOR MORE INFO OR TO EXPLORE RELEASING AN ITEM, EMAIL: emotionalvalueauction@gmail.com

Emotional Value Auction received support from **The Kindling Fund**, administered by SPACE Gallery as part of The Andy Warhol Foundation for the Visual Arts’ Regional Regrants Program. The Kindling Fund supports artist-organized projects that engage audiences and incorporate the visual arts in inventive and meaningful ways. With a focus on risk and experimentation, successful projects value unconventional engagement, critical dialogue, collaboration, and create new models for presenting artists’ work.

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