



Joe Scanlan
Pay Dirt

£12

American artist Joe Scanlan premieres his latest product, Pay Dirt, a synthetic potting soil made of 99.85% postconsumer data collected from the environs of Birmingham, England, 'the city of 1001 trades'. This unique catalogue includes a larger-than-life, 4 colour poster with a portrait of the artist on one side and a manifesto on the artistic virtues of the entrepreneurialism, democracy and commerce on the other. It also features a replica booklet of U.S. Patent No. 6,488,732, including the full government certificate of unexpurgated text and a coupon for a free 6L sample of Pay Dirt.

Product Details

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| Artist(s) | Joe Scanlan |
| Author(s) | Peter Canelias, Carolyn Favorito, Joe Scanlan |
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