
We're Only In It For The Money

Martijn Sandberg has created a site-specific artwork in the Zaandam branch office of the Sociale Verzekeringsbank (Social Insurance Bank of the Netherlands).

The artist used the money budgeted for the artwork to mint a new coin of his own design. The coin, minted by the Royal Dutch Mint in Utrecht, contains the text: 'We're Only In It For The Money', executed in original typography designed by the artist.

Coins from the edition were used to repeat the text on the coin on a larger scale in a circular pattern on the floor. The slogan 'We're Only In It For The Money' is visible from above, enlarged many times.

The artist thus used money of his own making to profit by the relationship between art and capital that his artwork embodies.

Title: 'We're Only In It For The Money'

Artist: Martijn Sandberg

Material: coins, diameter 30mm, cupro-nickel

Size: circle, diameter 2.40m

Year: 2000

Location: SVB-Bank, Zaandam/ NL