PRESS RELEASE

FIFTY: Fifty people become part of a work of art

W. T. Falscher's online artwork at usa.country is complete only when all fifty inscriptions have been made

Swiss conceptual artist W. T. Falscher's **FIFTY**, also titled **The Inscribed**, invites fifty people to become part of an artwork. Each inscription contributes to its creation. Only the fiftieth completes it. Until then, the work remains unfinished.

The work exists at usa.country. Its limit refers to the fifty states of the United States, while participation is open to people of any nationality. Against the imagery of the American flag, a name becomes an element of the work rather than simply a record of its purchase.

Fifty is the condition of completion. There will be no fifty-first place. Once fifty inscriptions have been made, inscriptions close.

Participation costs a one-time payment of USD 1 million per inscription. The price sets the terms of entry; the defining act is becoming part of the art. Participants acquire no ownership or other rights in the artwork or the domain, and undertake no further obligations. The domain remains with The Ministry of Good Taste and is not for sale.

Each participant receives a certificate from W. T. Falscher or The Ministry of Good Taste confirming that they have become part of the artwork. A name may be accompanied by a link and a single sentence, with the wording and inclusion of the sentence subject to the artist's office. Participants also receive a password to a hidden page within usa.country, where Falscher shares personal insights not available on the public website.

FIFTY brings a person's name into a setting shaped by national symbolism, exclusivity and the desire for lasting presence. The meaning of that presence remains open. The published work text states: "Whether it honours you or reveals you is left, deliberately, unanswered."

The work's minimum ten-year period begins with the final inscription, when all fifty places have been filled and the artwork is complete. Continued operation beyond that period is intended. The language of permanence expresses an ambition to endure, not an unlimited technical guarantee.

About W. T. Falscher

W. T. Falscher is a Swiss conceptual artist whose practice includes works on paper, readymades and net art. He does not make public appearances. Raphael Dudler represents the artist publicly through The Ministry of Good Taste and handles press and acquisition enquiries.

Press contact

Raphael Dudler
The Ministry of Good Taste
contact@ministryofgoodtaste.com
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