

# Unrealised Potential

ARTIST: Dave Hoyland

TITLE: Can't Sculpt, Won't Sculpt

## Outline of Unrealised Potential

The purchaser/owner of the piece buys the right to stage a live game show at a private view of their choice, entitled Can't Sculpt, Won't Sculpt. Coloured T-shirts (Red Hammers + Green Saws) supplied by Dave Hoyland denote the two contestants, who must be non-sculptors drawn from the audience that very evening. The host/purchaser will be supplied with an MDF coloured suit (3 button, single breasted, external pockets, Small, Medium and Large available from Dave Hoyland).

The set will consist of a large sign in jovial letters to be mounted on the wall behind the host, and a white plinth-like working surface adorned with hammers, screw drivers, power tools, screws and nails, tools of every variety, all with silhouettes to mark their proper place. MDF cut into various sizes forms a backdrop.

The host will start the event with the usual daytime quiz show preamble, which will develop into a pre-boxing match style build up of the impending contest. (Weighing in at 185lbs...) The contestants will explain who they are, where they are from, hobbies, any art-school training. All the while they are filmed and constantly photographed.

The prize they are competing for is that of the status of artist. The loser will be branded as DIY enthusiast.

After much chat and build up (the assembled crowd are growing expectant) the host reveals the challenge, the contestants have to erect a set of shelves - in 30 seconds - to the sounds of the Dam Busters played on vinyl. The host demonstrates the contestants observe.

When the shelves are finished the criteria for winning will be revealed. The contestant who has made their shelf the closest to being perfectly horizontal and therefore functional is considered the loser. The contestant, who has made the object-with-vague-use-value, is clearly an accomplished artist and will win representation by a London dealer, all the MDF they can carry and a carriage clock.

## Suggested Artists

See above

Signed on behalf of Dave Hoyland by Unrealised Potential, (Chavez-Dawson, Ely & Harris).

Date

For Terms and Conditions see:  
[www.unrealisedprojects.org](http://www.unrealisedprojects.org)



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