



Kuidas saada tähelepanu?

Madis Ots 17.08.2021

Pöörased ideed



The K Foundation Burn £1 Million

Bill Drummond and Jimmy Cauty "retired" the KLF, formed the K Foundation, then nailed a million quid to wooden pallets. When everyone laughed they flew the money to Scotland and set fire to it.

23 NOVEMBER 1993
On the night of the Turner Prize Art Awards, a motorcade sets off for an unknown destination.

Mick Houghton (KLF publicist): The seeds of the burning of the £1 million started when The KLF (Bill Drummond and Jimmy Cauty) "retired" from the music business and set up their arts organization, The K Foundation. They announced in full page newspaper ads that they would award £40,000 to the worst artist of the year. When they announced their winner, it was Rachel Whiteread, who was also the winner of that year's Turner Prize.

Danny Kelly (then Editor of Q): In common, I'm sure, with the other 24 media people involved, I got an enigmatic phone call from Mick Houghton telling me to keep the evening of 23 November free because KLF were planning something.

Mick Houghton: The intention was to upstage the Turner Prize by nailing £1 million to wooden pallets as an art exhibit.

Danny Kelly: On the night we rendezvoused at Tower Bridge. We were issued with high visibility jackets, safety helmets and envelopes with instructions telling us to get into a fleet of limos and we'd be taken off somewhere.

Mick Houghton: We stopped at Heston Service Station and handed each journalist an envelope containing £1650 in pristine £50 notes, and they just couldn't believe it.

Danny Kelly: I'd never seen that much cash in my hand before, and I was excited by it. Was it a bribe? What was it about? We weren't told. We drove on, down through the New Forest, and wound up in a small, brightly floodlit clearing, about the size of a basketball court. Jimmy Cauty was driving an armoured car around the clearing blasting out Beethoven. It was quite wonderful and very strange. Then we noticed that in the clearing lay several wooden pallets on which was nailed a great deal of money. There was a man in the middle of the clearing in evening dress with a loud hailer, giving out instructions, and it gradually became clear that they wanted us to nail down the money we'd been given earlier. I have to say, several of us decided there was

no way we were going to let this money out of our hands. I took it upon myself as an act of art terrorism to trouser my £1650. I discovered later that everybody had palmed some of it.

Mick Houghton: When it was totted up, the cash was about £9000 short.

Danny Kelly: After much to-ing and fro-ing, they had what they reckoned was almost £1m nailed to the pallets. Then, with no further explanation, we were bundled back into the cars, hammered up the motorway and arrived outside the Tate Gallery. The pallets were chained to the railings of the gallery, and poor old Rachel Whiteread, who'd just that night been awarded the Turner Prize, came out and was offered the money.

Mick Houghton: The actual presentation of the money to Rachel Whiteread was done by Gimpo (Cauty and Drummond's assistant) on the steps of the Tate. He

INSTRUCTIONS

WELCOME TO THE MOTORCADE TO THE
AMENDING OF ART HISTORY. THE FIRST
PART OF YOUR TRIP WILL TAKE
APPROXIMATELY 2½ MINUTES. FOR YOUR
CONVENIENCE PROTECTIVE CLOTHING
AND CHAMPAGNE HAVE BEEN PROVIDED.
IF FOR ANY REASON YOU ARE UNABLE TO
COMPLETE THE JOURNEY REPORT TO A
K FOUNDATION OPERATIVE ON ARRIVAL.



Jacket required: clothing and instructions provided for witnesses of the Anti-Turner Prize ceremony.

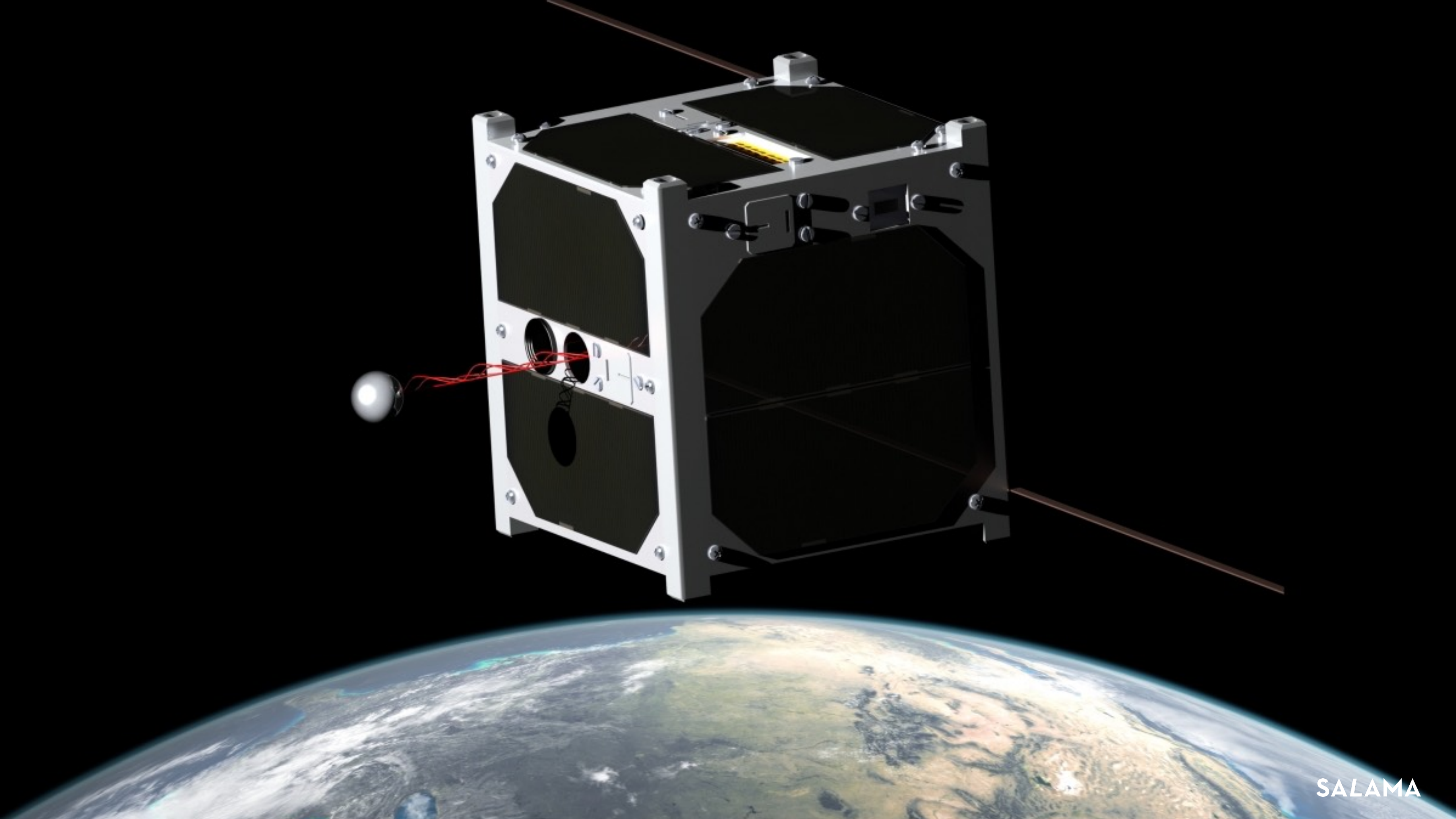


Drummond (left) and Cauty: "Well, what shall we do today?"



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that first make
people **laugh**,
and then make
them **think**







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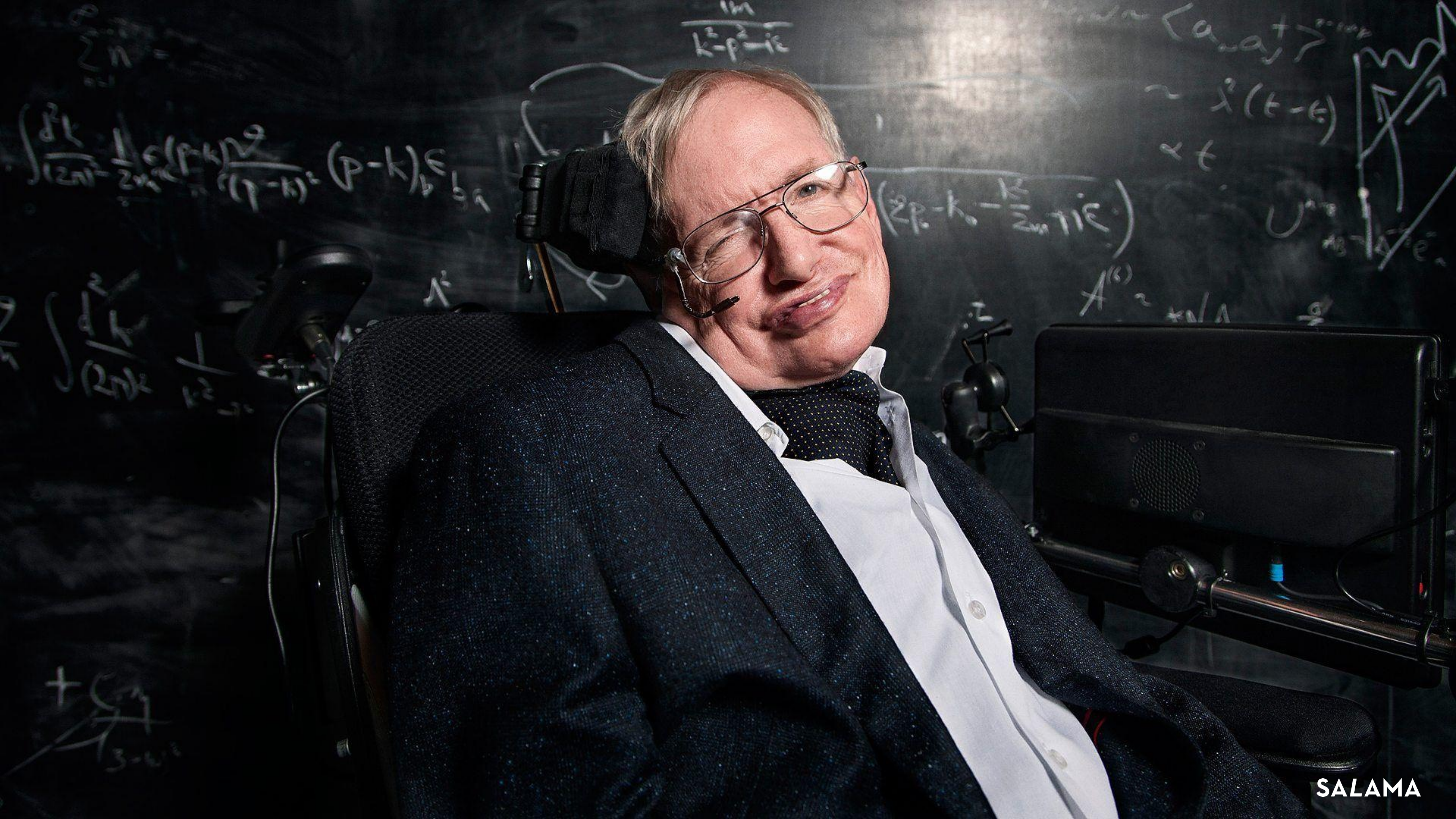
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