



www.ranking-the-arts.com

With www.ranking-the-arts.com NP3 responds to the confronting, but light-hearted personality check in which or on which the artist presents himself as an icon. The battle of becoming the most 'googled personality' starts **NOW!** Google's will is the law. NP3 clicks herself into the mighty Google flow that left its mark on our society: Google statistics, hits, web pages or unique visitors show today how "important" you are. The more you get 'googled' the higher you get in the Google rankings and the more you work with Google through your website, blog, YouTube, Twitter or Facebook the more importance you get in the global system of Google. With the project www.ranking-the-arts.com, NP3 hands over the curatorschip once only to the big boss Google.

How it works:

As a professional artist you can, at a cost of 25 Euros register yourself for www.ranking-the-arts.com. By participating, your artist's name will be entered into the database www.ranking-the-arts.com which is directly linked to the Google Search Engine. As soon as NP3 enters your name into www.ranking-the-arts.com, Google actively searches for the number of pages in which all registered artists are named. The higher your ranking in Google the higher your ranking in www.ranking-the-arts.com. Through the link with Google the ranking list remains continuously in motion throughtout the year and everything will be possible. The project has a duration of 1 year and it will be extremely exciting until the last, final moment, even until the last second, which artist will be the ultimate number 1 of www.ranking-the-arts.com. The year begins when the first artist is placed on the ranking list of www.ranking-the-arts.com. Attention! Registration is now possible! After exactly one year www.ranking-the-arts.com will close under notarial supervision and the artist that holds the number 1 position on that particular moment on the ranking list will be the great winner of www.ranking-the-arts.com

Why in Google's name should you participate?

The winner receives a solo exhibition at NP3 and the entire proceeds of www.ranking-the-arts.com will be allocated towards this. That means with 100 members there will be a budget of 2,500.00 Euros and with 500 participants even a budget of 12,500 Euros. And how can you participate? Please email to ranking@np3.nu with the subject *participation* **RANKING**, then you will receive the conditions!

CONDITIONS

BEFORE ENTERING:

-make a payment of 25 Euros into the following bank account: ABN AMRO 44.45.37.236 into account holder's name: NP3 Groningen and describe the payment as: PARTICIPATION RANKING. Pay attention! The participation fee is non refundable.

-officially apply by sending an e-mail to ranking@np3.nu subject line: APPLICATION

YOUR EMAIL HAS TO CONSIST OF: - correct artist's name**
- personal contact details (at least a telephone number)
- date of payment

** To make this procedure as fair as possible, we ask the artists to use their artist's name / alterego which is most commonly used by the artist themselves, and not to create one especially for www.ranking-the-arts.com.

THE BUDGET IS:

The earnings of the project www.ranking-the-arts.com will be allocated for a solo exhibition/ project/assignment for the winner of www.ranking-the-arts.com at NP3 (in accordance with both NP3 and the winning artist).

The budget is **not** a monetary prize and will **not** be paid out in cash!!!, it is a maximum available budget out of which all the costs to execute the project at NP3 will have to be paid.

If the earnings of www.ranking-the-arts.com are less than 1,500 Euros NP3 will then make a one-off contribution to this amount to increase it to 1,500 Euros.

If the earnings of www.ranking-the-arts.com are more than 1,500 Euros then NP3 will not make any further financial contribution and the full 100% of the earnings will be used for the solo exhibition/ the project/ the assignment of the winner of www.ranking-the-arts.com

ADDITIONAL CONDITIONS:

- You can only apply once;
- Pay attention! The participation fee is non refundable;
- There will be no correspondence about the results;
- After transferring the application fee your participation is definite and you will automatically take part in www.ranking-the-arts.com for the full duration of the project;
- NP3 retains the right, to refuse any artist from entering the database, without further notification;
- The decision made by the notary is binding. No rights can be excerpted from interim results;
- Participating in www.ranking-the-arts.com means to execute a project which has to yet be realised;
- When the winning artist of www.ranking-the-arts.com, for whatever reason, cannot execute the project at NP3, the victory will go to the artist who is listed second in the ranking, this artist can then use the available budget for their project;
- There will be no reviewing of the content of the project only of its safety and feasibility;

By participating you agree to these conditions

