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**Bait**

medium: *on-line performance/intervention*

URL: *www.ebay.com/www.fake-i-d.com (no longer available)*

date: 2000

All new parents are faced with the difficult task of naming their baby but few would give that responsibility to someone they don't know. For this online performance the artists auctioned off the right to name their unborn child in the Art category of eBay.

Through this action Fletcher and Reichert raised questions about the moral culpability of the artist as provocateur, the consumer as responsible citizen, and corporations as spatial infiltrators. The artists were concerned with creating a dialogue about the nature of artistic practice in an economy increasingly hostile to the arts.

Berkeley artist Gail Wight discussed the performance and its ramifications in an original piece of writing which accompanied the now defunct online art space "AIR".