

KEVIN CLARKE'S

THE RED COUCH REVISITED

Dream and Unity

Founding investor presentation
The first ten conversations



The founding opportunity

€150,000

Ten productions. Nine months.
A public body of work ready for exhibition.

Two to three founding supporters.

Choose a €15k, €25k or €50k+ package for the full ten-episode season.

Dream and Unity

What do we dream of?

What can we build together?

One red couch offers a shared place to speak.
RC2 brings distinct lives into the same frame,
then carries their voices into public space.

A social sculpture



The encounter is the work

The couch connects a person, a place and an audience.

RC2 extends the portrait through conversation and participation.

Why this next chapter, now

An existing artistic language

Kevin Clarke's Red Couch project gives RC2 a recognisable visual foundation.

A richer encounter

Video and audio allow audiences to hear the person behind the portrait.

A timely public return

Galerie Till Breckner documented a new Red Couch session with Jeff Koons in Munich in June 2026.

A focused first commitment

Ten productions create a finite, fundable body of work before expansion.

One encounter, several ways to experience it

10

original productions

Proposed specification per production

- 1 filmed conversation, 25–40 minutes
- 1 podcast episode
- 6 subtitled social excerpts
- 1 photographic portrait and written story
- 1 cleared master package for exhibition

The first ten voices

PRODUCTION	EDITORIAL TERRITORY	INVITATION PROFILE
01–02	Dream and imagination	Artist / creative practitioner
03–04	Belonging and identity	Migrant voice / community organiser
05–06	Work and possibility	Maker / entrepreneur
07–08	Care and the future	Educator / scientist
09–10	Unity across generations	Young voice / elder voice

A deliberate mix of recognised figures and less-heard voices.

Audience and distribution

Culture audiences

Collectors, museum visitors and people who follow contemporary art and photography.

Conversation audiences

People drawn to personal stories of identity, ambition and shared futures.

Discovery

Guest channels, press, Instagram and short video

Depth

YouTube, podcast feeds and editorial features

Relationship

Project website, email list and exhibition invitations

The exhibition journey

01

Digital season

Release ten encounters and build the archive.

02

First exhibition

Bring portraits, film and the couch into a shared physical space.

03

Touring programme

Adapt the exhibition with regional hosts and local conversations.

A business model around the work

REVENUE STREAM	WHAT A BUYER SUPPORTS	WHEN
Season / episode sponsors	Production credits and agreed activation	First season
Art editions	Collectible works offered to collectors	First season
Exhibition partnerships	Host fees, local funding and events	After season
Licensing / commissions	Approved content use and new productions	After validation

Artistic independence remains central to every partnership.

The edition: an early commercial test

60

exemplars reported

€1,500

indicative price

1

sale reported

Jeff Koons reference

The team reports a related edition.
Confirm the work, signatures, sales mandate
and net proceeds before scaling sales.

€88,500

59 × €1,500 theoretical remaining retail
value.
Before costs, taxes and revenue shares.

Use of the €150,000 funding

USE	BASIS	EUR
Ten productions	10 × €8,000	80,000
Project and curatorial management	9 months × €2,000	18,000
Distribution, marketing and paid tests	Season allocation	15,000
Website, archive and legal setup	One-time allocation	10,000
Exhibition development	Concept, host package, prototypes	12,000
Contingency	10% of total funding	15,000
TOTAL	Nine-month first-season plan	150,000

Production economics

€8,000

direct cost per encounter

€15,000 all-in per production
when season setup and reserve
are allocated across ten.

PER PRODUCTION	EUR
Research and guest preparation	1,000
Crew, equipment and studio	2,500
Editing, sound and colour	2,500
Travel and couch logistics	1,000
Stills, subtitles and deliverables	1,000
TOTAL	8,000

Two to three founding supporters

ILLUSTRATIVE PACKAGE MIX	TOTAL	GAP TO €150k
2 supporters: €50k + €25k	€75,000	€75,000
3 supporters: €50k + €25k + €15k	€90,000	€60,000
3 supporters: €50k + €50k + €25k	€125,000	€25,000
3 supporters: €50k + €50k + €50k	€150,000	€0

Packages support the whole first season of ten episodes.

Nine months to an exhibition-ready season

PHASE	DELIVERY	RELEASE GATE
Months 1–2	Rights, operating setup and 2 pilot productions	Approve format and revised cost plan
Months 3–5	4 further productions and regular releases	Review audience response and sponsor pipeline
Months 6–8	Final 4 productions and full season release	Complete masters and rights register
Month 9	Exhibition package and host outreach	Assess funded exhibition and season two

Payment schedules agreed with each supporter

Schedule starts after the full budget is secured or a revised scope is agreed. Package payments follow contracted milestones.

The founding team

Kevin Clarke

Artist

Artistic direction and the Red Couch concept

Leander Rubrecht

Initiator / sales

Project development, investor relations and sales

Detmar Westhoff

Curator / advisor

Curatorial framework and institutional dialogue

Dirk Redmer

Social / marketing / studio / ads / web

Production infrastructure and audience development

Choose your founding package

€15,000

SUPPORTER

Credit in all 10 episodes
and on the project website

2 dedicated social mentions
2 first-exhibition invitations
1 digital season preview

No financial participation

€25,000

FOUNDING PARTNER

All €15k benefits, upgraded to:

4 social mentions in total
4 exhibition invitations
1 studio visit for 2 guests
1 private online project briefing

No financial participation

€50,000+

BUSINESS ANGEL

All €25k benefits, upgraded to:

6 social mentions in total
6 exhibition invitations
Quarterly financial reporting
A strategic review each quarter

Two revenue participation rights

Financial participation starts at €50,000

01 / Pictures and portraits

An agreed percentage of eligible RC2 picture and portrait sales proceeds.

Percentage: to be negotiated.

02 / Other project income

An agreed percentage of eligible RC2 income from licensing, exhibitions and other commercial activity.

Percentage: to be negotiated.

Exclusive to the Business Angel package

€15k and €25k supporters receive the stated benefits only.

For each angel, agree both rates, the revenue basis and the term.

Artwork sales count in category 01 only, avoiding double counting.

What we will resolve before launch

OPEN ITEM	ACTION
Rights and commercial participation	Confirm artist IP, archive use, releases and revenue allocation
Production scope and access	Obtain supplier quotes and confirm first guest bookings
Edition economics	Verify edition terms, sale record, costs and project entitlement
Exhibition and sponsorship	Seek host interest and test paid partner packages
Operating structure	Agree contracting entity, investor terms and cash controls

Capital supports delivery. Evidence determines expansion.

Current limits: no verified audience metrics, contracted partners, venue bookings or confirmed ten-person cast supplied.

The next conversation starts here

FOUND THE FIRST TEN

Two to three supporters. Ten conversations.
Choose €15,000 / €25,000 / €50,000+.

Next step: a founding-partner meeting with Leander Rubrecht
to select your package and agree its terms.

Sources and planning basis

PROJECT INPUT

RC2 project brief, 30 September 2026

Vision, team roles, format and edition figures.

One sale is team-reported. Sale proceeds are unknown.

ARTISTIC CONTEXT AND ARCHIVAL IMAGES

Kevin Clarke, artist biography: kevinclarke.com/portraits/bio/

Galerie Till Breckner, “Jeff Koons on Red Couch 1979 revisited”, July 2026

galerie-breckner.de/jeff-koons-red-couch/

MoMA, “Focus: Joseph Beuys”: moma.org/calendar/exhibitions/306